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Impact of Travel Patterns and Driving Behavior on Crash Involvement

Stephen D. Benson, Ph.D.

V. Lance Tarrance & Associates
8150 Leesburg Pike, Suite 6000
Vienna, VA 22180

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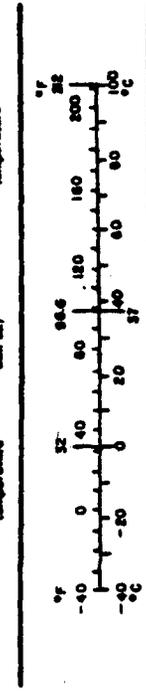
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16. Abstract This study was conducted to obtain statistically valid data on a variety of highway safety issues, such as attitudes toward drunk driving, use of safety belts and child safety seats, and to establish data regarding driving patterns. The study design provided a unique opportunity to determine what, if any, relations existed between the respondents' attitudes toward drunk driving and the use of occupant protection devices and how those attitudes affected their driving patterns. This study was done in three phases. Phase I was a series of focus groups to assist in the development of the survey instrument. Phase II was a nationwide telephone survey of 1,000 households, as well as a sample of 200 respondents who had been interviewed by telephone approximately 18 months earlier. Phase III of the study was a final set of focus groups which were used to interpret data from the telephone survey and in providing a sense of the qualitative intensity of results. Some of the major findings and recommendations that resulted from this study are: (1) The two most important highway safety issues were reducing the number of people drinking and driving and increasing the use of safety belts. (2) The two reasons most often cited for the recent decline in traffic deaths were "lower speeds" and "less drunk driving". (3) There has been positive movement in the percentage of individuals who can be categorized as confirmed seat belt users, and those who are categorized as infrequent wearers, when compared to the August 1981 survey. (4) About 63% of the adult population drink alcoholic beverages (at least occasionally). Of this group, about 20% drive within one hour of drinking at least once a month and another 29% report that they do so between one and four times a year. The remaining 60% report that they never drive within one hour of drinking. (5) Of those who drink and drive, about 24% report that their frequency of drinking and driving has decreased in the past year. (6) About half of the respondents report that they have personally made an effort to reduce their drinking and driving in the last six months. (7) Very few of the respondents could give any valid ways of "telling when you had too much to drink". (8) About 85% of the respondents had heard of Mothers Against Drunk Driving (MADD), and the large majority of them were able to give a valid response to "do you know what they are trying to do". Only 9% of the respondents who knew about MADD felt they were not succeeding, while 55% felt that they were succeeding. (9) About three times as many people indicate that they are wearing safety belts more often rather than less often when compared to a year ago. The major reasons for the increased use were: to be safer, more aware of crazy drunk drivers, and for the children. The major reasons for the reduced use were: uncomfortable, broke habit, and quit taking long trips. (10) About 70% of the respondents agree with the statement: "putting on a seat belt is just like brushing your teeth and watching your diet." (11) People respond positively to safety belt messages when the theme is based on either preventative health or the other guy. (12) The public perceives a strong and effective effort to get the drunk driver off the road and attributes the success of the program to the "various community efforts" and not to the government. The following are selected recommendations: (1) A message which tells people how the inertial belt functions must be developed. Confidence in the fact that the belts are functioning correctly is a prerequisite to attending to any other messages. (2) Safety belt usage should be positioned as a part of the overall preventative health regimen that most people practice. This places the onus for using the belt on the "other guy". (3) Given the public's positive reactions to community efforts (e.g., MADD) to reduce drunk driving, these efforts should be supported. (4) Similar community efforts should be fostered in the safety belt effort. (5) Programs directed at reducing drunk driving should also emphasize the use of the safety belt as a good defense against a drunk driver.					
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METRIC CONVERSION FACTORS

Approximate Conversions to Metric Measures

Symbol	What You Know	Multiply by	To Find	Symbol
LENGTH				
in	inches	2.5	centimeters	cm
ft	feet	30	centimeters	cm
yd	yards	0.9	meters	m
mi	miles	1.6	kilometers	km
AREA				
sq in	square inches	6.5	square centimeters	cm ²
sq ft	square feet	0.09	square meters	m ²
sq yd	square yards	0.8	square meters	m ²
sq mi	square miles	2.6	square kilometers	km ²
	acres	0.4	hectares	ha
MASS (weight)				
oz	ounces	28	grams	g
lb	pounds	0.45	kilograms	kg
	short tons (2000 lb)	0.9	tonnes	t
VOLUME				
teaspoon	teaspoons	5	milliliters	ml
tablespoon	tablespoons	15	milliliters	ml
fluid ounce	fluid ounces	30	milliliters	ml
cup	cup	0.24	liters	l
pint	pints	0.47	liters	l
quart	quarts	0.96	liters	l
gallon	gallons	3.8	liters	l
cubic foot	cubic feet	0.03	cubic meters	m ³
cubic yard	cubic yards	0.76	cubic meters	m ³
TEMPERATURE (exact)				
°F	Fahrenheit temperature	5/9 (then subtracting 32)	Celsius temperature	°C

Symbol	What You Know	Multiply by	To Find	Symbol
LENGTH				
mm	millimeters	0.04	inches	in
cm	centimeters	0.4	inches	in
m	meters	3.3	feet	ft
km	kilometers	1.1	yards	yd
	kilometers	0.6	miles	mi
AREA				
cm ²	square centimeters	0.16	square inches	in ²
m ²	square meters	1.2	square yards	yd ²
km ²	square kilometers	0.4	square miles	mi ²
ha	hectares (10,000 m ²)	2.5	acres	ac
MASS (weight)				
g	grams	0.035	ounces	oz
kg	kilograms	2.2	pounds	lb
t	tonnes (1000 kg)	1.1	short tons	st
VOLUME				
ml	milliliters	0.03	fluid ounces	fl oz
l	liters	1.06	quarts	qt
l	liters	0.26	gallons	gal
m ³	cubic meters	35	cubic feet	ft ³
m ³	cubic meters	1.3	cubic yards	yd ³
TEMPERATURE (exact)				
°C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature	°F



* 1 m = 2.54 (exactly). For other exact conversions and more detailed tables, see NBS Mon. Publ. 280, Units of Weights and Measures, Price \$2.25, SD Catalog No. C13.1U-280.

TABLE OF CONTENTS

	<u>PAGE</u>
ACKNOWLEDGEMENTS	ix
EXECUTIVE SUMMARY.	1
BACKGROUND	5
SURVEY METHODOLOGY	7
NATIONWIDE SAMPLE BREAKDOWN BY STATE	9
NATIONWIDE SAMPLE BREAKDOWN BY STANDARD FEDERAL ADMINISTRATIVE REGIONS	10
CHAPTER I: MAJOR HIGHWAY SAFETY ISSUES.	11
CHAPTER II: SELF-REPORT OF SAFETY BELT USAGE	21
CHAPTER III: WHO DRINKS AND DRIVES?	34
CHAPTER IV: DRIVING PATTERNS	54
CHAPTER V: PERCEPTION OF RISKS AS AN ISSUE IN THE USE OF SAFETY BELTS AND DRIVING AND DRINKING	94
CHAPTER VI: THE PRODUCT'S IMAGE.	115
CHAPTER VII: MOTHERS AGAINST DRUNK DRIVING.	146
APPENDIX A INTERVIEW SCHEDULE IN FIELD ORDER (BRUSHFIRE)	162
APPENDIX B INTERVIEW SCHEDULE IN FIELD ORDER (PANEL)	201

TABLE OF CONTENTS
TABLES

	<u>PAGE</u>
Table 1: Verbatims - Reason for Decline in Auto Fatalities	15
Table 2: Verbatims - How Driving Habits Have Changed	17
Table 3: Verbatims - Why Driving Habits Have Changed	19
Table 4: Verbatims - Why Use Safety Belts More	24
Table 5: Verbatims - Why Use Safety Belts Less	26
Table 6: Self-reported Use by Standard Federal Administrative Regions	28
Table 7: Frequency of Driving and Drinking by Drivers/Drinkers and by Total Sample	35
Table 8: Demographics by Frequency Drink and Drive	36
Table 9: Codes - Why Change Drinking and Driving	38
Table 10: Places People Drink Then Drive	40
Table 11: What Done to Change Drinking and Driving	43
Table 12: Indications - Can't Drink and Drive Safely	44
Table 13: Verbatims - Why Has Drinking/Driving Changed	52
Table 14: Demographics by Miles Driven Past Year	55
Table 15: Demographics by Miles Driven Weekdays	57
Table 16: Demographics by Miles Driven Weekends	59
Table 17: Number of Trips Over 200 Miles/Past Year	61
Table 18: Change in Number of Trips Over 200 Miles	63
Table 19: Year of Last Over 200-Mile Trip	65
Table 20: Season of Last 200 Mile Trip	67
Table 21: Number of Persons in Car/Last Trip	69
Table 22: Drove More or Less Than 1982	71
Table 23: Changed Driving Habits in Past Year	73

TABLE OF CONTENTS (TABLES) CONTINUED

	<u>PAGE</u>
Table 24: Drove More/Less This Holiday Season	75
Table 25: Codes - Why Use Car More This Holiday	77
Table 26: Codes - Why Use Car Less This Holiday	79
Table 27A: Verbatims - Why Drove More in 1982	86
Table 27B: Verbatims - Why Drove Less in 1982	88
Table 28A: Verbatims - Why Drove More This Holiday	90
Table 28B: Verbatims - Why Drove Less This Holiday	92
Table 29: Demographics by Wear Belts When Conditions Dangerous	95
Table 30: Demographics by Good Driver/Unsure Other Drivers	98
Table 31: Risk of Punishment for Driving and Drinking	100
Table 32: Demographics by No Accidents/In Control	102
Table 33: Demographics by Effect of Belt on Control of Car	104
Table 34: Demographics by In Control/Can Prevent Accidents	106
Table 35: Demographics by Perceived Cause of Accident	108
Table 36: Passenger Car Fatalities by Seating Position	111
Table 37: Demographics by Belts Are Like Toothbrush	116
Table 38: Demographics by Degree of Inconvenience	118
Table 39: Demographics by Smoking Habits	120
Table 40: Demographics by Frequency Visit Dentist	122
Table 41: Demographics by Exercise Habits	124
Table 42: Demographics by Health Activity	126
Table 43: Demographics by Seat Belts Too Loose/Don't Work	129
Table 44: Demographics by No Accidents/Drive Defensively	132
Table 45: Demographics by Belt Use vs. Insurance	134
Table 46: Demographics by Belt Use: Safety vs. Imposition	136

TABLE OF CONTENTS (TABLES) CONTINUED

	<u>PAGE</u>
Table 47: Demographics by Buzzer: Reminder vs. Ignore	138
Table 48: Demographics by Use Belt: Less/More Serious Injuries	140
Table 49: Demographics by Aware of MADD	148
Table 50: Codes - What is MADD	150
Table 51: Demographics by Is MADD Succeeding	152
Table 52: Codes - Why You Think MADD is Succeeding	154
Table 53: Verbatims - What is MADD	158
Table 54: Verbatims - Why You Think MADD is Succeeding	160

TABLE OF CONTENTS

FIGURES

	<u>PAGE</u>
Figure 1: Most Important - Making Driving Safer	12
Figure 2: Major Cause for Decline in Traffic Deaths	14
Figure 3: Self-reported Use	22
Figure 4: Self-reported Use by Change in Use	23
Figure 5: Self-reported Use by Age	31
Figure 6: Self-reported Use by Education	32
Figure 7: Age by Change in Use	33
Figure 8: Frequency Drink/Drive by Reduce Drink/Drive by Age	45
Figure 9: Frequency Drink/Drive by Education	46
Figure 10: Frequency Drink/Drive by Age	47
Figure 11: Frequency Drink/Drive by Stop Stated Time by Age	48
Figure 12: Frequency Drink/Drive by No Alcohol by Age	49
Figure 13: Frequency Drink/Drive by Have Other Drive by Age	50
Figure 14: Frequency Drink/Drive by Limit Drinks by Age	51
Figure 15: Age by Change Driving Habits by Frequency Drink/Drive	82
Figure 16: Age by Car Use Holidays by Frequency Drink/Drive	83
Figure 17: Age by Car Use vs. Last Year by Frequency Drink/Drive	84
Figure 18: Frequency Drink/Drive by Car Use Holidays by Age	85
Figure 19: Self-reported Use by Belts Affect Control by Frequency Drink/Drive	112
Figure 20: Self-reported use by No Accidents/In Control by Frequency Drink/Drive	113
Figure 21: Self-reported Use by Use Belts When Dangerous by Frequency Drink/Drive	114

TABLE OF CONTENTS (FIGURES) CONTINUED)

	<u>PAGE</u>
Figure 22: Self-reported Use by Belts Loose by Frequency Drink/Drive	142
Figure 23: Self-reported Use by Belts Safety vs. Imposition by Frequency Drink/Drive	143
Figure 24: Self-reported Use by Belts vs. Insurance by Frequency Drink/Drive	144
Figure 25: Self-reported Use by No Accidents/Drive Defensively by Frequency Drink/Drive	145
Figure 26: Frequency Drink/Drive by Aware MADD by Age	147

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Stephen D. Benson, Ph.D.

EXECUTIVE SUMMARY

This study was conducted by Tarrance and Associates as one of its on-going national surveys which are designed to obtain data on various national issues, in this case, highway safety. This study was done in three phases. Phase I was a series of focus groups to assist in the development of the survey instrument. Phase II was a nationwide telephone survey of 1,000 households, as well as a sample of 200 respondents who had been interviewed by telephone approximately 18 months earlier. Phase III of the study was a final set of focus groups. These focus groups are helpful in interpreting the data from the telephone survey and in providing a sense of the qualitative intensity of results which the absolute numbers cannot provide. The following is a list of the major findings and recommendations that resulted from this study:

1. The two most important highway safety issues as reported by the respondents were reducing the number of people drinking and driving and increasing the use of safety belts.
2. The two reasons most often cited for the recent decline in traffic deaths were "lower speeds" and "less drunk driving".
3. There has been positive movement in the percentage of individuals who can be categorized as confirmed seat belt users, and those who are categorized as infrequent wearers, when compared to the August 1981 survey.
4. About 63% of the adult population drink alcoholic beverages (at least occasionally). Of this group, about 20% drive within one hour of drinking at least once a month and another 29% report that they do so between one and four times a year.
5. Of those who drink and drive, about 24% report that their frequency of drinking and driving has decreased in the past year, while 70% indicate that they are not sure that their frequency of drinking and driving has changed.

6. About 23% of those who have reduced their drinking and driving attribute this reduction to stricter DWI laws. Approximately another 35% respond with answers which can be categorized as an increased awareness of the drunk driving problem.
7. About 48% of the respondents who drink and drive felt that the chances of getting "caught driving drunk" would have to be at least 1 out of 100 before they would stop drinking and driving. About thirty-five percent (35%) of those who drink and drive believe that if they drive drunk 100 times they would either never get caught, or caught only once.
8. About 50% of the drivers/drinkers report that they have personally made an effort to reduce their drinking and driving in the last six months. The two most popular ways of doing this were limiting the number of drinks, and having someone else drive home.
9. Very few of the respondents could give any valid ways of "telling when you had too much to drink". The most often reported way was "the number of drinks", but only 12% of the respondents mentioned it. The next most common responses were "wavering/staggering", "general behavior", and "can just tell".
10. About 85% of the respondents had heard of Mothers Against Drunk Driving (MADD), and the large majority of those who had heard about MADD were able to give a valid response to "do you know what they are trying to do". The most frequent responses were to prevent drunk driving, and to strengthen drunk driving laws.
11. Only 9% of the respondents who knew about MADD felt they were not succeeding while 55% felt that they were succeeding.

12. About 30% of the respondents reported a change in driving habits in the last year. The most frequent responses in terms of how they changed focused on increased caution, (e.g. took defensive driving course), use safety belts more, obey speed limits, and stopped drinking and driving.
13. When asked about the amount of driving they did between Thanksgiving and New Years of 1982 as compared to 1981, twice as many respondents indicated that they had "driven less" as indicated they had "driven more".
14. About three times as many people indicate that they are wearing safety belts more often rather than less often when compared to a year ago.
15. The major reasons for the increased uses were: to be safer, more aware of crazy drunk drivers, and for the children. The major reasons for the reduced use were: uncomfortable, broke habit, and quit taking long trips.
16. Just over half of the respondents don't know how the inertial seat belts function.
17. About 70% of the respondents agree with the statement putting on a seat belt is just like brushing your teeth and watching your diet.
18. Most people (93%) feel that they have at least some control in preventing their own involvement in an automobile accident, while only 6% feel that they would be the most likely cause of an accident. Accidents are caused by the other guy.
19. People respond positively to safety belt messages when the theme is based on either preventive health or the other guy.

20. The public perceives a strong and effective effort to get the drunk driver off the road and attributes the success of the program to the "various community efforts" and not to the government.
21. Recommendation: A message which tells people how the inertial belt functions must be developed. If people think the belts in their car don't function, then there is no reason to attend to any safety belt message. Confidence in the fact that the belts are functioning correctly is a prerequisite to attending to any other messages.
22. Recommendation: Safety belt usage should be positioned as a part of the overall preventive health regimen that most people practice. This places the onus for using the belt on the "other guy".
23. Recommendation: Given the public's positive reactions to community efforts (e.g., MADD) to reduce drunk driving, these efforts should be supported.
24. Recommendation: Similar community efforts should be fostered in the safety belt effort.
25. Recommendation: Programs directed at reducing drunk driving should also emphasize the use of the safety belt as a good defense against a drunk driver.

BACKGROUND

In calendar year 1982, traffic fatalities fell significantly from earlier trends and predictions. While this reduction is certainly welcome, regardless of cause, it is vitally important that the National Highway Traffic Safety Administration understand, as far as possible, the reasons behind the drop in highway deaths in order to provide whatever guidance it can to its national programs. A number of hypotheses have been proposed to account for the fatality reduction, among them changes in travel patterns, the public's perception of the risks of driving, the increased use of safety belts, and the increased awareness of the drunk driving problem. The objective of this study is to analyze data to determine if there have been significant changes in travel patterns and if significant changes can be attributed to specific motivational or attitudinal factors.

The specific objectives of the study were to determine if:

- 1) Have there been measurable changes in public travel patterns in 1982 which might account for the reduced deaths on the highways? If so, did these changes manifest themselves in switches from one mode of travel to another? Did they result in fewer trips being taken or in trips taken at different times during the day or week? Can such differences be associated with any identifiable segment of the population? What basic reasons could account for the differences?
- 2) Have there been identifiable and measurable changes in driving behavior, particularly as it applies to safety issues? That is, have people changed the way they drive because they believe they should drive more safely? Some possible measures of safe driving behaviors could include average speed, following distance, use of safety

belts under certain conditions, incidence of drinking and driving, or attempts to influence other people's driving behavior (e.g., drinking and driving, safety belt use).

- 3) What basic reasons could account for either of these changes, if differences appear? Is there an association between changes in travel patterns and changes in driving behavior? Can changes in travel patterns in any way be attributable to changed attitudes about safety? Do other reasons, such as economic factors, appear as significant causal factors? Do people who have changed their traveling behavior have different perceptions of the risks of driving than had previously been the case?
- 4) If differences in perceptions of risk do appear, are they in any way associated with the increased national emphasis on minimizing driving while intoxicated and on the need for using available occupant protective devices (safety belts and child safety belts)?

SURVEY METHODOLOGY

In order to adequately address the issues of change as required by the Statement of Work Survey, a number of items that have been used in previous surveys done by Tarrance and Associates and others were used in this survey. In addition, a sample of 200 individuals who responded to the 1981 Tarrance survey were recontacted and asked to respond to this survey. Where applicable, the data for this sample of 200 will be presented.

This project presented a unique opportunity to obtain detailed data from the same respondent set in a number of different areas such as attitudinal and self-reported data regarding safety belts, drinking and driving patterns, and travel patterns.

This report contains the results of a telephone survey of 1200 American adults. Responses to this survey were gathered March 25 - April 2, 1983.

All respondents interviewed in this study were part of a fully representative sample of the American adult population. The confidence interval associated with a sample of this type is such that:

- 90% of the time results will be within $\pm 2.6\%$ of the "true values";
- 95% of the time results will be within $\pm 3.1\%$ of the "true values";
- 99% of the time results will be within $\pm 4.0\%$ of the "true values";

where "true values" refer to the results obtained if it were possible to interview every adult in the country.

Interviewing was conducted by Tarrance & Associates' instructed personnel working from the company's own telephone bank in Houston, Texas. The interviews lasted approximately 21 minutes. The mean number of calls attempted for each completed interview was 6.5 with a mean refusal rate of 1.5. Randomly generated numbers totaled 238 of the sample universe. Editing, coding and computer processing of the data was done at Tarrance & Associates' headquarters. The computer tabulations were produced by a private statistical analysis program.

NATIONWIDE SAMPLE BREAKDOWN BY STATE
(N=1,000)

<u>State</u>	<u>Number of Sample</u>	<u>State</u>	<u>Number of Sample</u>
Alabama	17	New Hampshire	4
Arizona	12	New Jersey	33
Arkansas	10	New Mexico	6
California	105	New York	78
Colorado	13	North Carolina	26
Connecticut	14	North Dakota	3
Delaware	3	Ohio	48
Florida	43	Oklahoma	14
Georgia	24	Oregon	12
Idaho	4	Pennsylvania	53
Illinois	51	Rhode Island	4
Indiana	24	South Carolina	14
Iowa	13	South Dakota	3
Kansas	11	Tennessee	20
Kentucky	16	Texas	63
Louisiana	19	Utah	7
Maine	5	Vermont	2
Maryland	19	Virginia	24
Massachusetts	26	Washington	18
Michigan	41	West Virginia	9
Minnesota	18	Wisconsin	21
Mississippi	11	Wyoming	2
Missouri	22		
Montana	4		
Nebraska	7		
Nevada	4		

SAMPLE BREAKDOWN BY
STANDARD FEDERAL ADMINISTRATIVE REGIONS
(N=1,000)

	<u>Region</u>	<u>Number of Sample</u>
I.	<u>NEW ENGLAND STATES</u> (Maine, New Hampshire, Massachusetts, Connecticut, Vermont, Rhode Island)	55
II.	<u>NEW YORK/NEW JERSEY</u> (New York, New Jersey)	111
III.	<u>MID-ATLANTIC</u> (Maryland, Delaware, Pennsylvania, Virginia, West Virginia)	108
IV.	<u>SOUTHEAST</u> (Alabama, Florida, Georgia, Kentucky, North Carolina, Tennessee, South Carolina, Mississippi)	171
V.	<u>GREAT LAKES</u> (Michigan, Minnesota, Wisconsin, Illinois, Indiana, Ohio)	203
VI.	<u>MID-SOUTH</u> (New Mexico, Oklahoma, Louisiana, Texas, Arkansas)	112
VII.	<u>PLAINS</u> (Nebraska, Kansas, Iowa, Missouri)	53
VIII.	<u>NORTHWEST PLAINS</u> (Montana, North Dakota, South Dakota, Wyoming, Utah, Colorado)	32
IX.	<u>WEST COAST</u> (California, Arizona, Nevada)	121
X.	<u>NORTHWEST</u> (Idaho, Oregon, Washington)	34

MAJOR HIGHWAY SAFETY ISSUES

The first substantive question that each respondent was asked in both the 1981 Tarrance & Associates survey (Tarrance I) and the 1983 Tarrance & Associates survey (Tarrance II) was: "As you may know, there are many different things we can do to increase auto safety and decrease the number of injuries and deaths which result from auto accidents. Which of the following do you think would be most important in making driving safer? And which do you think would be the second most important?"

The list that was read was:

1. Less people drinking and driving.
2. More people wearing seat belts.
3. Requiring motorcyclists to wear helmets.
4. Stricter enforcement of traffic laws.
5. Safer cars.
6. Don't know/no answer.

The changes that occurred in the 18 months between Tarrance I and II indicate a demonstrative focusing of the public's perception of the major highway safety issues in two areas in the last 18 months. Figure 1 shows the combined averages for both the first and second most important issues for Tarrance I and Tarrance II.

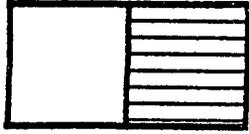
Given that this was the first substantive question asked, it is difficult to assume that the respondents would have developed a strong response set to the issue. The more reasoned interpretation is that the awareness of these two issues is the result of the increased activity at both the national and local levels. Another question which was asked the respondents in Tarrance II was:

"The total number of auto fatalities and the number of auto fatalities per mile driven dropped significantly last year. What do you think was the major cause for this drop?"

WHAT DO YOU THINK WOULD BE MOST IMPORTANT
IN MAKING DRIVING SAFER?

% TOTAL
RESPONSE

50
40
30
20
10
0



TARRANCE I

TARRANCE II

DON'T
KNOW

MOTORCYCLE
HELMETS

SAFER
CARS

STRICTER
TRAFFIC LAWS

SAFETY
BELTS

DRUNK
DRIVING

FIGURE 1

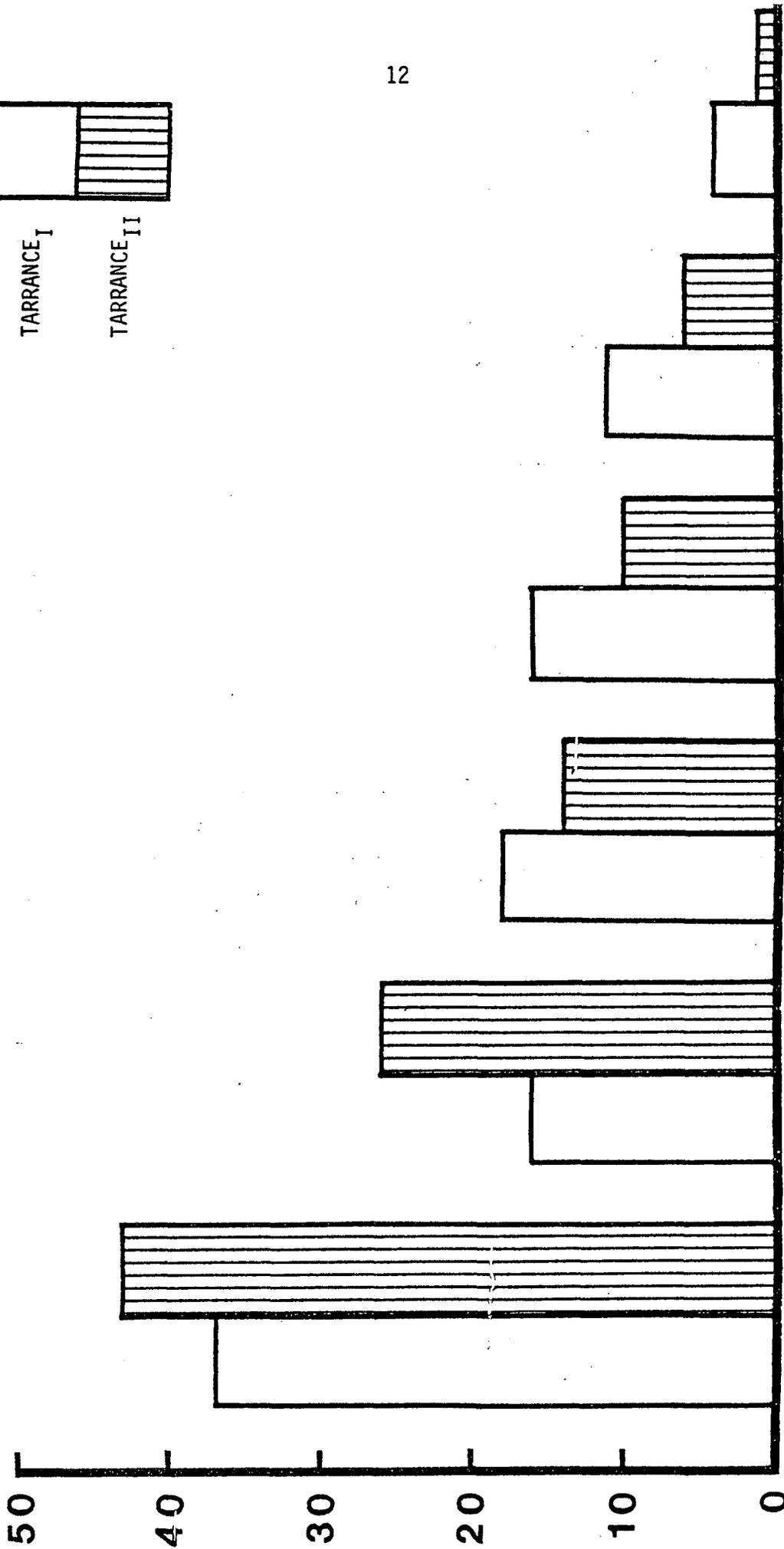


Figure 2 shows the main response categories and the percentage of the total number of responses in each of these categories. Examples of the specific responses are shown in Table 1. These data add one additional issue to the data previously discussed and that is the reduction in speed. The difference in terms of percentages between these two sets of data may in part be that the first question related to highway safety issues directly and the second question relates more directly to the reasons for the decline in fatalities.

Another way of looking at the question of what the public perceives to be the major highway safety issues was addressed by the following question:

"In general, have your driving habits -- trip length, where you drive, when you drive, how you drive -- changed in the last year?"

Thirty percent of the respondents said "yes" and the other 70% were "unsure". Less than 1% responded "no". Those who responded "yes" were then asked, "In what way have your driving habits changed?"

Table 2 provides examples of the responses given to this question. A companion question of "Why did your habits change" was also asked. The responses to this question, as shown in Table 3, reflect an awareness of drunk driving, safety belts and speed, as well as an additional non-safety related item -- the economy.

In summary, the major highway safety related topics in 1983 which could have been influential in reducing the number of fatalities are:

Reduced speed
 Awareness of drunk driving
 Wearing safety belts

and the unrelated safety issue of the economy.

WHAT DO YOU THINK WAS THE MAJOR CAUSE FOR THE
RECENT DECLINE IN TRAFFIC DEATHS?

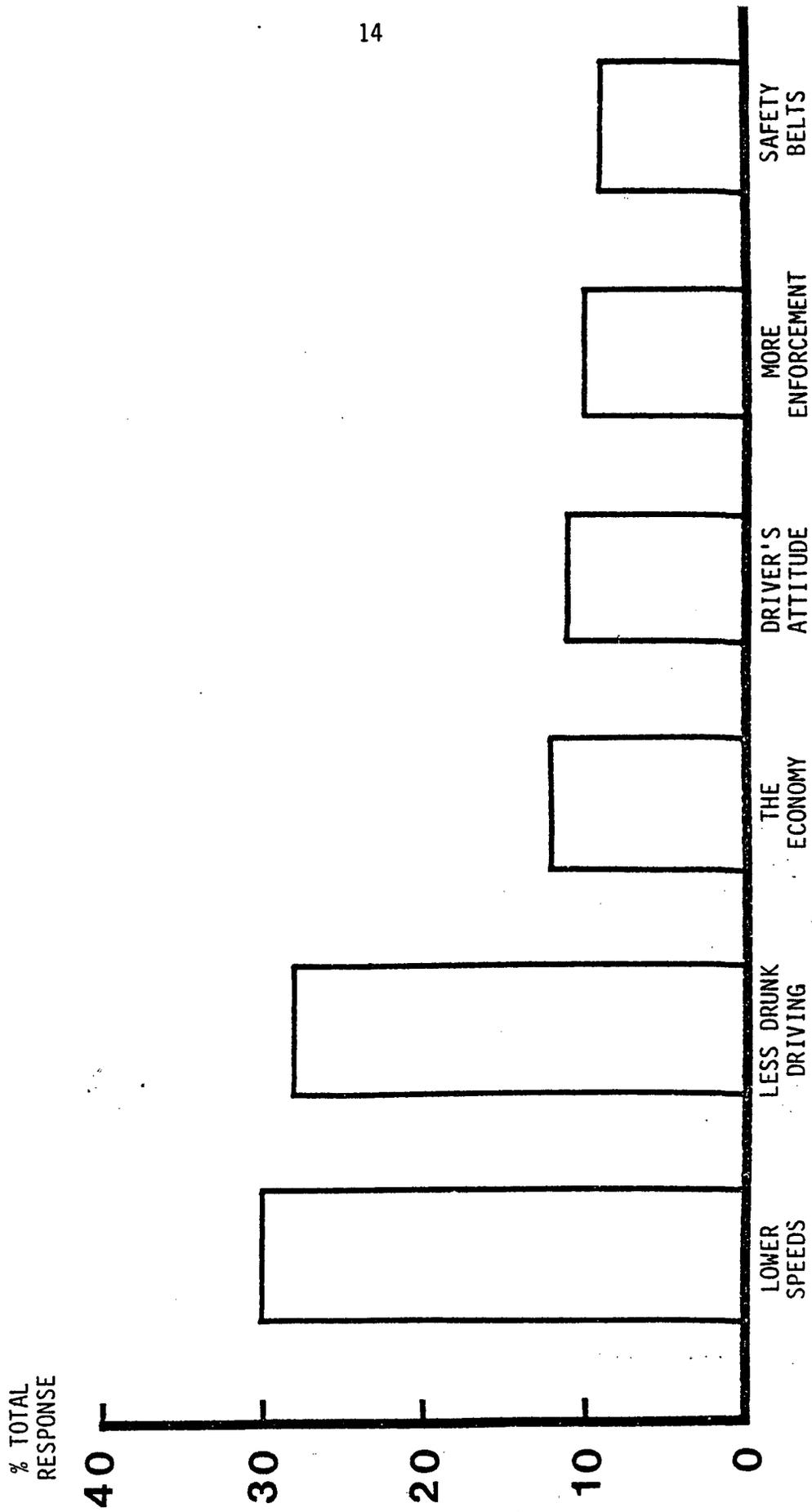


FIGURE 2

TABLE 1

VERBATIMS - REASON FOR DECLINE IN AUTO FATALITIES

Question 21:

The total number of auto fatalities and the number of auto fatalities per mile driven dropped significantly last year. What do you think was the major cause for this drop?

Geographic Region	Age	Education	Sex	User Categories
I/New England States	25-34	Some College	Female/Home	Frequent/Confirmed
"Getting the drunk drivers off the roads."				
II/New York/ New Jersey	18-24	Some College	Female/Works	Sometime/Likely
"They raised the drinking age...that lowered the number of drunk drivers on the road."				
IV/ South East	45-54	Some College	Female/Home	Sometime/Likely
"Wearing seat belts more...drivers more educated in driving better and obeying laws."				
VII/ Plains	25-34	Some College	Male	Sometime/Unlikely
"Probably the increased enforcement of the 55 m.p.h...they recently had an awareness program going on in this area."				
V/ Great Lakes	25-34	High School Graduate	Female/Home	Infrequent/Confirmed
"Many people couldn't afford to travel as much last year as previous years because of economy."				
V/ Great Lakes	35-44	Some College	Male	Sometime/Likely
"The high price of fuel...attitude of drivers...I had to drive to work... now I carpool."				

TABLE 1 (continued)

Question 21 continued:

Geographic Region	Age	Education	Sex	User Categories
III/ Mid Atlantic	25-34	High School Graduate	Female/ Home	Sometime/ Unlikely
"Driving more carefully because with insurance rates going up no one can afford to have an accident."				
IV/ South East	35-44	High School Graduate	Female/ Works	Sometime/ Likely
"Perhaps because of increased exposure in that department by the media... increased education on the subject."				
IV/ South East	25-34	Some College	Female/ Home	Sometime/ Likely
"Probably stricter driving laws, the speed reduced and people are more aware now in wearing their seat belts and are using them more for children."				
IV/ South East	25-34	Some College	Female/ Home	Infrequent/ Likely
"Because the police are out more to keep people from driving fast...tougher laws on drunk driving too."				

TABLE 2

VERBATIMS - HOW DRIVING HABITS HAVE CHANGED

Question 45:

In what way have your driving habits changed in the last year?

Geographic Region	Age	Education	Sex	User Categories
IV/ South East	45-54	Less than High School	Female	Sometime/ Likely
"Being more careful and aware of what's going on around me."				
IV/ South East	45-54	Less than High School	Male	Infrequent/ Confirmed
"Shorten trips...less gas being used."				
II/New York/ New Jersey	18-24	Some College	Male	Infrequent/ Confirmed
"I drive better...I'm more cautious and I drive defensively rather than offensively."				
IX/ West Coast	25-34	High School Graduate	Female/ Home	Sometime/ Likely
"I don't drive anymore...I kind of learned my lesson."				
V/ Great Lakes	18-24	Some College	Female/ Works	Infrequent/ Likely
"More responsible...more alert."				
III Mid Atlantic	35-44	High School Graduate	Female/ Home	Infrequent/ Likely
"Make sure I know what other people are doing, and not drink."				
IV/ South East	18-24	Less than High School	Male	Infrequent/ Likely
"Improved safety habits...more conscious of people around me."				

TABLE 2 (continued)

Question 45 continued:

Geographic Region	Age	Education	Sex	User Categories
VI/ Mid South	25-34	Less than High School	Male	Sometime/ Unlikely
"I took a defensive course class and now I'm more aware of my driving."				
IV/ South East	55-64	College Graduate	Female/ Home	Sometime/ Likely
"We try not to drive at night."				
IV/ South East	65 & over	Less than High School	Female/ Home	Frequent/ Confirmed
"More nervous to get on the highway with so many cars rushing off and on the freeway."				

TABLE 3

VERBATIMS - WHY DRIVING HABITS HAVE CHANGED

Question 46:

And why did you change your driving habits?

Geographic Region	Age	Education	Sex	User Categories
VI/ Mid South	55-64	Some College	Male	Frequent/ Confirmed
"The company has changed by cutting back on our car trips and traveling... since business is slow we do a lot of work by phone calls now."				
X/ North West	25-34	Some College	Female/ Works	Frequent/ Confirmed
"I took a part-time job and I have to drive to get there."				
VI/ Mid South	18-24	Some College	Male	Sometime/ Likely
"I changed because I had to drive the long distance to school."				
IV/ South East	45-54	Less than High School	Male	Infrequent/ Confirmed
"Broke, in a financial way...unemployment can really hit you."				
IV/ South East	25-34	High School Graduate	Female/ Works	Frequent/ Confirmed
"Because we have a new baby in our family."				
IV/ South East	18-24	Less than High School	Male	Infrequent/ Likely
"It just happened...you just get older and wiser and reach that certain age when you look out for yourself and family."				
VI/ Mid South	55-64	Less than High School	Male	Frequent/ Confirmed
"Less money so we don't drive as far and my wife just quit her job...cut down on driving."				

TABLE 3 (continued)

Question 46 continued:

Geographic Region	Age	Education	Sex	User Categories
II/New York/ New Jersey	18-24	Some College	Male	Infrequent/ Confirmed
"I had an accident and my ideas have changed...I grew up...my insurance went up."				
II/New York/ New Jersey	45-54	High School Graduate	Female/ Works	Infrequent/ Likely
"More wreckless drivers on the road...they are always trying to pass you and honk at you when they are behind you."				
II/New York/ New Jersey	45-54	High School Graduate	Female/ Works	Infrequent/ Likely
"All the programs about drinking and driving have influenced me...they are good."				
I/New England States	25-34	High School Graduate	Female/ Home	Sometime/ Likely
"I'm more aware...the whole public is aware...I don't know but when I have my kids with me I drive a lot safer."				
VI/ Mid South	35-44	High School Graduate	Female/ Home	Sometime/ Unlikely
"I think it's just the fear of watching for the other guy."				

SELF-REPORT OF SAFETY BELT USAGE

Using the five point scale for self-report of safety belt use developed in Tarrance I, a comparison can be made of the percentage of the population that falls into each of these categories in Tarrance I and Tarrance II. Figure 3 shows this comparison. There is a 38% increase between Tarrance I and Tarrance II in the percentage of people who classify themselves as confirmed users, or an absolute increase of 9%. This data compares favorably with the data from another question in the survey (separated from each other by about 40 questions) which asked:

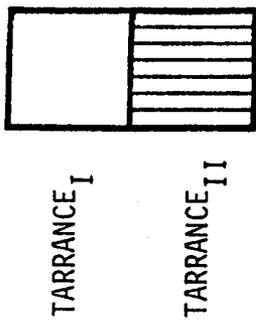
"Which of the following best describes your use of safety belts compared to a year ago?"

- | | |
|--|------------|
| 1. I use them significantly more than I used to. | <u>9%</u> |
| 2. I use them slightly more than I used to. | <u>10%</u> |
| 3. I use them about the same. | <u>72%</u> |
| 4. I use them slightly less than I used to. | <u>3%</u> |
| 5. I use them significantly less than I used to. | <u>4%</u> |
| 6. Don't know/no answer. | <u>2%</u> |

This indicates that the percentage that increased their usage was approximately twice that of those individuals who said they decreased their usage. The validity of these responses is substantiated when the data is cross-referenced by the five self-report of use categories which were developed in Tarrance I (see Figure 4). The reasons given for both increased and decreased use of the safety belt are shown in Tables 4 and 5. The reasons for increased use reflect the increased public awareness of the positive value of safety belts. The reasons for the decreased use are essentially the same reasons that are always given. Unfortunately, some things never change.

The demographic characteristics of the five categories of users are shown in Table 6.

SELF REPORT OF USE



% TOTAL RESPONSE

40
30
20
10
0

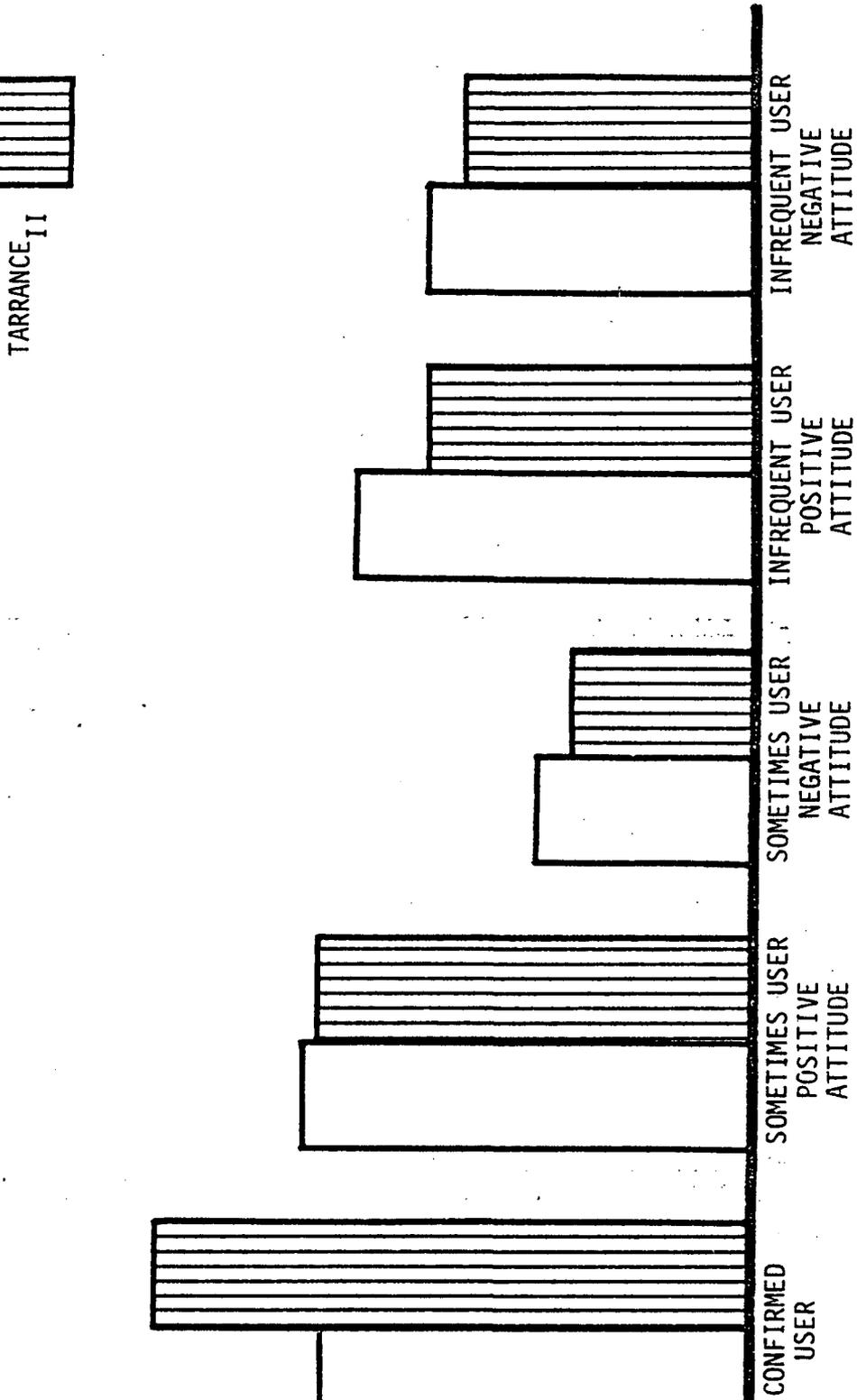


FIGURE 3

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART

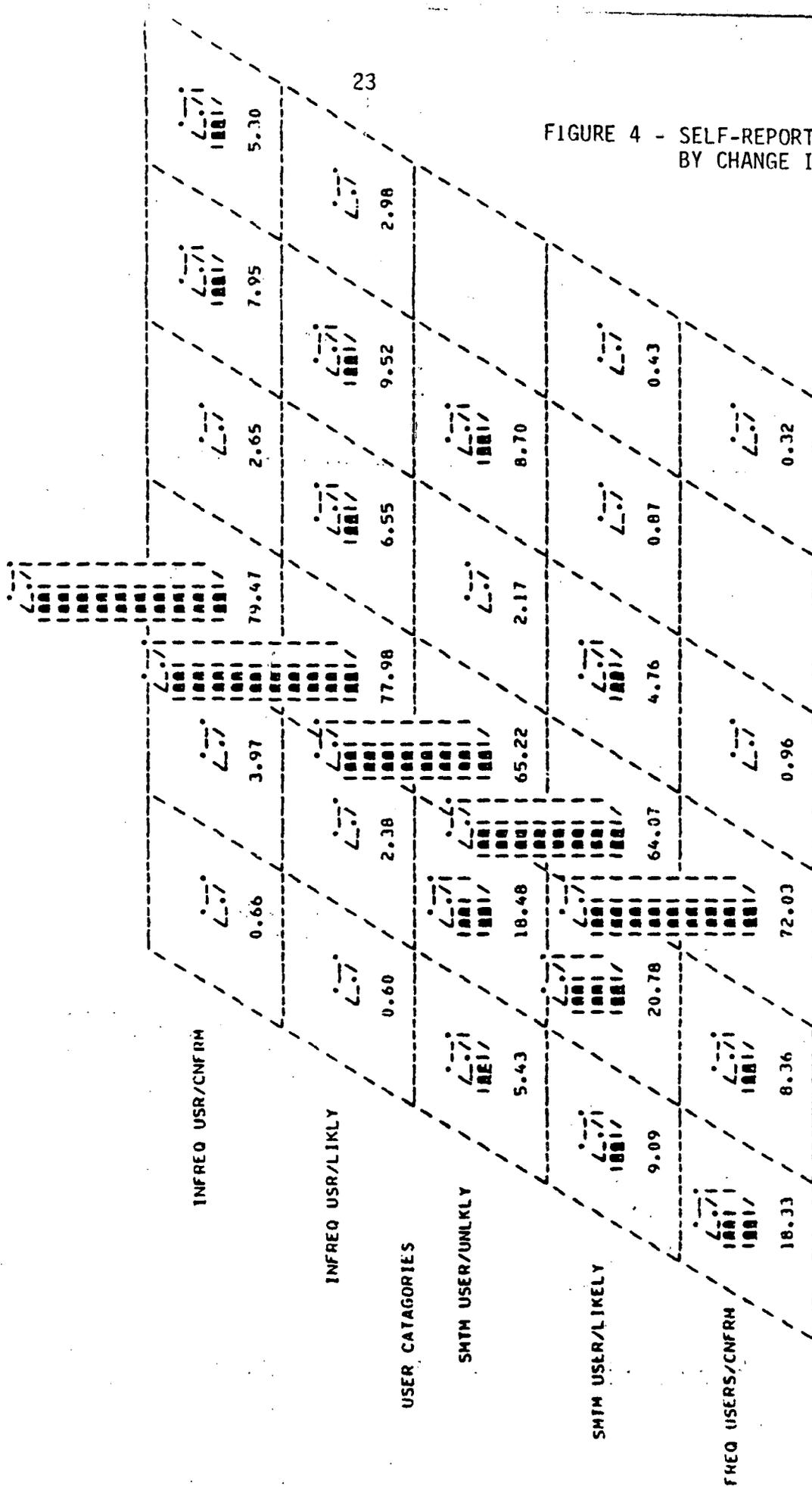


FIGURE 4 - SELF-REPORTED USE BY CHANGE IN USE

SIGNIFICNTLY M SLIGHTLY MORE ABOUT THE SAM SLIGHTLY LESS SIGNIFICNTLY L DK/NO ANSWER

USE SAFETY BELTS MORE/LESS THN A YR AGO

TABLE 4

VERBATIMS - WHY USE SAFETY BELTS MORE

Question 53:

And what are one or two reasons why you are using safety belts more than you used to?

Geographic Region	Age	Education	Sex	User Categories
IX/ West Coast	35-44	College Graduate	Female/ Works	Frequent/ Confirmed
"I have a smaller car and I don't feel as safe in it as I would in a bigger car."				
IV/ South East	25-34	Some College	Male	Frequent/ Confirmed
"The campaigns going on here...ads on TV...we are deluged with it and makes you think about wearing belts more...it makes you more aware of what can happen."				
IX/ West Coast	65 & Over	College Graduate	Male	Frequent/ Confirmed
"I have a newer car and it is better equipped and lots easier to use so I use the seat belts now more than ever."				
IV/ South East	35-44	High School Graduate	Female/ Home	Frequent/ Confirmed
"More people are speeding and drinking and too many careless people on the road...never feel sorry to use your seat belt."				
V/ Great Lakes	18-24	High School Graduate	Female/ Works	Frequent/ Confirmed
"Had a son and it really makes you more cautious in everything you do because you want to be around to bring up your family...it really shocked me when it happened."				
IV/ South East	35-44	Less than High School	Male	Infrequent/ Likely
"The truth is, after I did this survey a year ago, it made me more aware of the fact I should try to wear them more."				

TABLE 4 (continued)

Question 53 continued:

Geographic Region	Age	Education	Sex	User Categories
V/ Great Lakes	25-34	Some College	Female/ Home	Sometime/ Unlikely
"Because I want to set good examples for my children."				
III/ Mid Atlantic	25-34	High School Graduate	Male	Sometime/ Likely
"I have witnessed a few accidents that people were hurt in and this could have been prevented with the use of seat belts."				
VII/ Plains	25-34	High School Graduate	Female/ Home	Sometime/ Likely
"Because I was in a wreck and got a knee injury...I don't think I would have it if I had on my seat belt."				
V/ Great Lakes	25-34	College Graduate	Male	Sometime/ Likely
"If I do have an accident I don't want me or my wife to go through the windshield."				

TABLE 5

VERBATIMS - WHY USE SAFETY BELTS LESS

Question 54:

And what are one or two reasons why you are using safety belts less than you used to?

Geographic Region	Age	Education	Sex	User Categories
X/ North West	25-34	Some College	Female/ Works	Sometime/ Unlikely
"I am a short person and the seat belt comes across my neck and it's very uncomfortable."				
VIII/ N.W. Plains	25-34	Some College	Female/ Home	Sometime/ Likely
"Mostly because we changed cars...seat belts were hooked up in other car... these are lost in the seats."				
V/ Great Lakes	35-44	High School Graduate	Male	Sometime/ Likely
"I don't like them...only use when we have young children in the car."				
IX/ West Coast	25-34	Some College	Female/ Works	Infrequent/ Confirmed
"I don't like to sit in the car with something restricting me...uncomfortable because I have had operations and other problems."				
II/New York/ New Jersey	35-44	College Graduate	Female/ Works	Infrequent/ Confirmed
"When my children were younger I used to make everyone wear it...now that they're older, I've become lax about it...I guess I never really got into the habit."				
VIII/ N.W. Plains	45-54	College Graduate	Female/ Works	Infrequent/ Confirmed
"I'm always in a hurry to get in and out of my car...a lazy habit of not using them although I believe in them."				

TABLE 5 (continued)

Question 54 continued:

Geographic Region	Age	Education	Sex	User Categories
V/ Great Lakes	25-34	High School Graduate	Male	Infrequent/ Likely
"I used them more before my last auto accident...I had my belt on then and had a hell of a time getting it off so I just kind of stopped using them so much."				
V/ Great Lakes	18-24	Some College	Female/ Works	Infrequent/ Likely
"I don't like safety belts...I feel restrained in them and unsafe if the car should flip over and catch on fire."				
VII/ Plains	25-34	High School Graduate	Female/ Works	Infrequent/ Likely
"Well, it's just a short distance to work and people don't really think that anything is going to happen to them."				

TABLE 6 - SELF-REPORTED USE BY STANDARD FEDERAL ADMINISTRATIVE REGIONS

TARRANT & ASSC. - SAFETY BELT (MOOD) - #2017

STANDARD FED. ADMINSTRATV REGIONS	NOT APPL ICABLE	FREQ USE RS/CNFRM	SMTM USE R/LIKELY	SMTM USE R/UNLKLY	INFREQ U SR/LIKLY	INFREQ U SR/CNFRM	TOTAL
I/NEW ENGLND STS	.	25.49	19.61	7.84	25.49	21.57	51
II/NW YRK/NW JRY	.	34.29	25.71	2.86	25.71	11.43	105
III/MID ATLANTIC	.	36.36	24.24	7.07	18.18	14.14	99
IV/SOUTH EAST	.	31.33	21.69	9.04	18.07	19.88	166
V/GREAT LAKES	.	27.18	27.69	10.25	17.95	16.92	195
VI/MID SOUTH	.	31.19	19.27	11.93	18.35	19.27	109
VII/PLAINS	.	32.00	26.00	16.00	10.00	16.00	50
VIII/NW PLAINS	.	29.03	35.48	3.23	19.35	12.90	31
IX/WEST COAST	.	42.24	25.00	12.07	11.21	9.48	116
X/NORTH WEST	.	41.94	19.35	22.58	3.23	12.90	31
RESPONDENT'S AGE							
18-24	.	22.90	25.95	10.69	22.14	19.32	131
25-44	.	31.44	27.29	8.73	17.25	15.28	458
45 AND OVER	.	37.64	19.78	10.44	16.48	15.66	364
RESPONDENT'S EDUCATION							
LT HIGH SCHOOL	.	22.00	17.00	15.00	19.00	27.00	100
HIGH SCHOOL GRAD	.	26.50	23.65	8.83	23.36	17.66	351
SOME COLLEGE	.	34.22	25.86	9.89	16.35	13.69	263
COLLEGE GRAD	.	44.35	26.36	8.37	10.04	10.88	239
RESPONDENT'S SEX							
MALE	.	29.92	24.90	10.88	15.69	18.62	478
FEMALE/HOME	.	35.81	23.58	10.48	17.03	13.10	229
FEMALE/EMPLOYED	.	34.96	23.58	6.50	21.95	13.01	240
PRIMARY SOURCE OF FAMILY INCOME/C							
SLF-EMPL/WHITE C	.	37.23	26.03	7.54	15.09	14.11	411
BLUE-COLLAR	.	23.91	23.48	10.43	24.35	17.83	230
NOT EMPLOYED	.	33.33	22.39	11.94	13.93	18.41	201
OTHER	.	32.43	22.52	11.71	19.82	13.51	111
AGGREGATE		32.63	24.24	9.65	17.63	15.84	953

TABLE 6 (continued)

TARPANCE & ASSC. - SAFETY BELT (MOOD) - #2017

USER CATEGORIES

USER CATEGORIES	NOT APPL ICABLE	FREQ USE RS/CNFRM	SMTM USE R/LIKELY	SMTM USE R/UNLKLY	INFREQ U SR/LIKLY	INFREQ U SR/CNFRM	TOTAL
USER CATEGORIES							
NOT APPLICABLE
FREQ USES/CNFRM	.	100.00	0.00	0.00	0.00	0.00	311
SMTM USER/LIKELY	.	0.00	100.00	0.00	0.00	0.00	231
SMTM USER/UNLKLY	.	0.00	0.00	100.00	0.00	0.00	92
INFREQ USR/LIKLY	.	0.00	0.00	0.00	100.00	0.00	168
INFREQ USR/CNFRM	.	0.00	0.00	0.00	0.00	100.00	151
RES/WHERE DO YOU LIVE							
IN A BIG CITY	.	37.02	25.41	9.94	15.47	12.15	181
SUBURBS/BIG CITY	.	39.56	24.18	9.16	12.09	15.02	273
IN A SMALL CITY	.	31.31	27.10	9.35	15.42	16.82	214
TOWN/VILLAGE	.	25.71	22.98	11.18	24.84	14.29	151
IN THE COUNTRY	.	20.66	19.83	9.09	27.27	23.14	121
DR/NO ANSWER	.	33.33	0.00	0.00	33.33	33.33	3
FREQ-DRV-1 HR DRINKG							
DAILY TO 1/MONTH	.	29.02	22.28	8.29	17.62	22.80	193
SEVERAL TMS/YR	.	32.24	31.59	10.93	14.75	10.38	183
NEVER	.	33.97	22.53	9.71	18.54	15.25	577
AGGREGATE		32.63	24.24	9.65	17.63	15.84	953

Safety belt use is not a behavior which is sharply differentiated by traditional demographic and geographic characteristics of the population. There are some differences among demographic subgroups, but these relations are certainly less pronounced than those found in analyses of other behaviors and specific attitudes in the national population.

In general, safety belt wearing is positively related to socioeconomic status. Sixty-three percent of frequent users have attended or graduated from college, compared to 51% in the general population. Forty-nine percent of frequent users are in the white-collar and self-employed occupation categories, while only about 37% of infrequent users are in those same upscale occupational divisions.

Frequent safety belt users tend to live in and around big cities, while infrequent users are more likely to be found in small towns and villages. The geographic pattern of seat belt usage across the country is somewhat mixed but in general we find the highest use of belts in the Pacific Northwest states and the lowest across the continent in the Northeast.

Some distinguishing patterns in seat belt use are apparent in the American adult population, but they are not the clear-cut demographic differences which lend themselves to full scale demographically-based targeting of specific groups for particular types of seat belt messages. In fact, the demographic and geographic data suggest that seat belt wearing is a behavior which, perhaps more than most behaviors, tends to cut across these usual lines of categorization. Seat belt use is, in other words, a behavior not firmly rooted in the constellation of life circumstance and life change characteristics associated with standard demographic variables.

PERCENTAGE BLOCK CHART

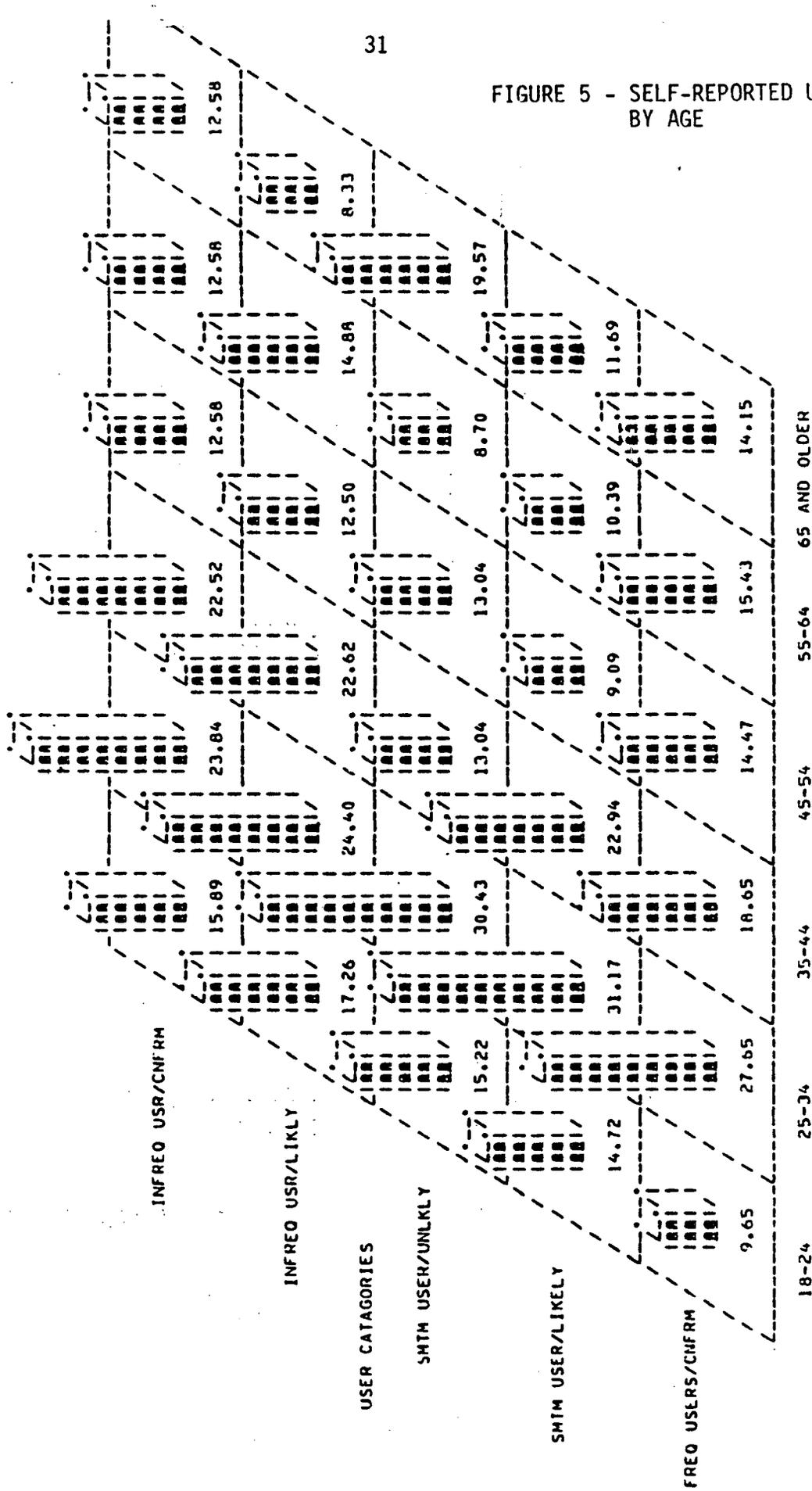


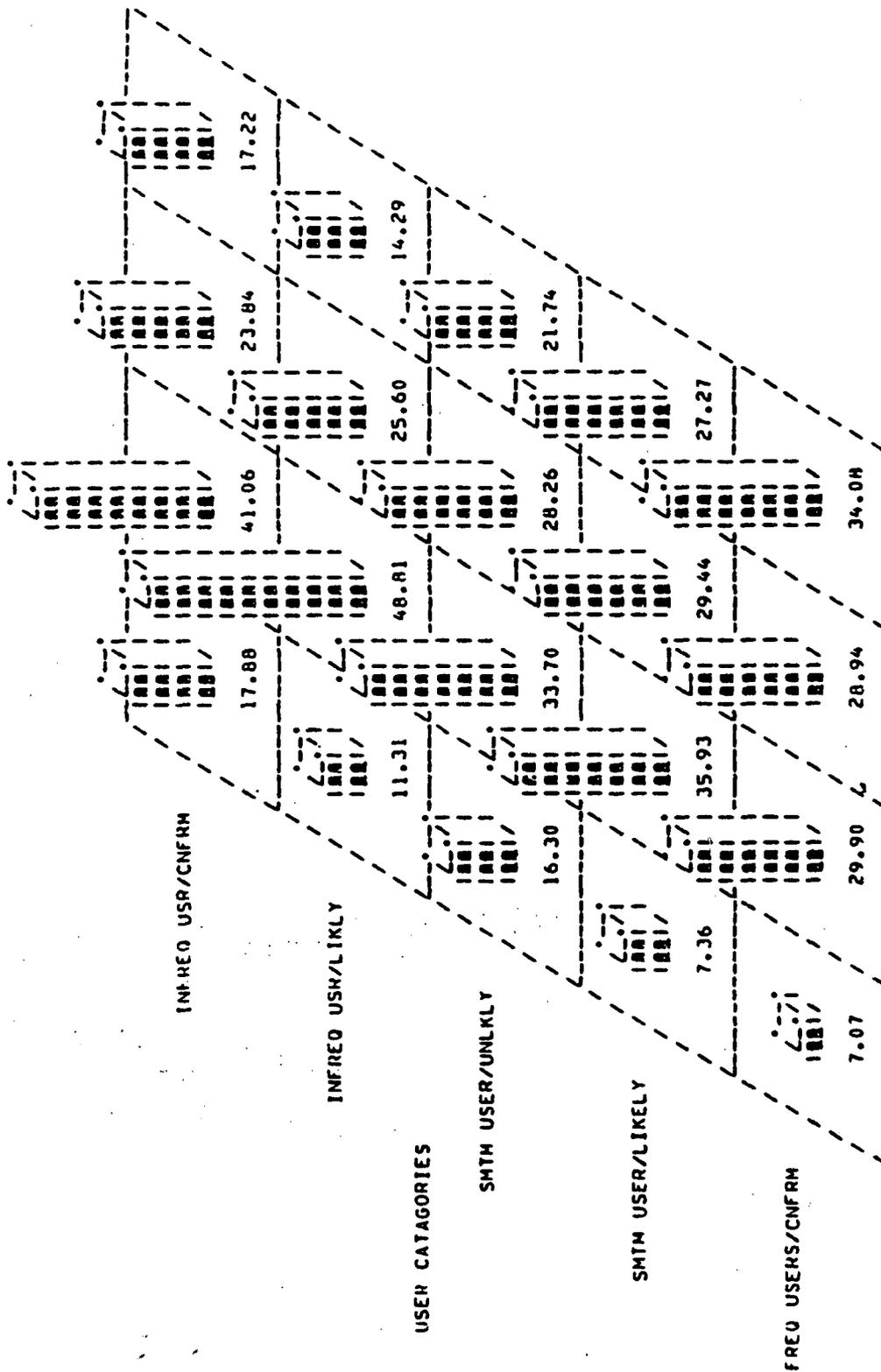
FIGURE 5 - SELF-REPORTED USE BY AGE

RESPONDENT'S AGE

FIGURE 6 - SELF-REPORTED USE BY EDUCATION

TARRANT & ASSC. - SAFETY RELY (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART



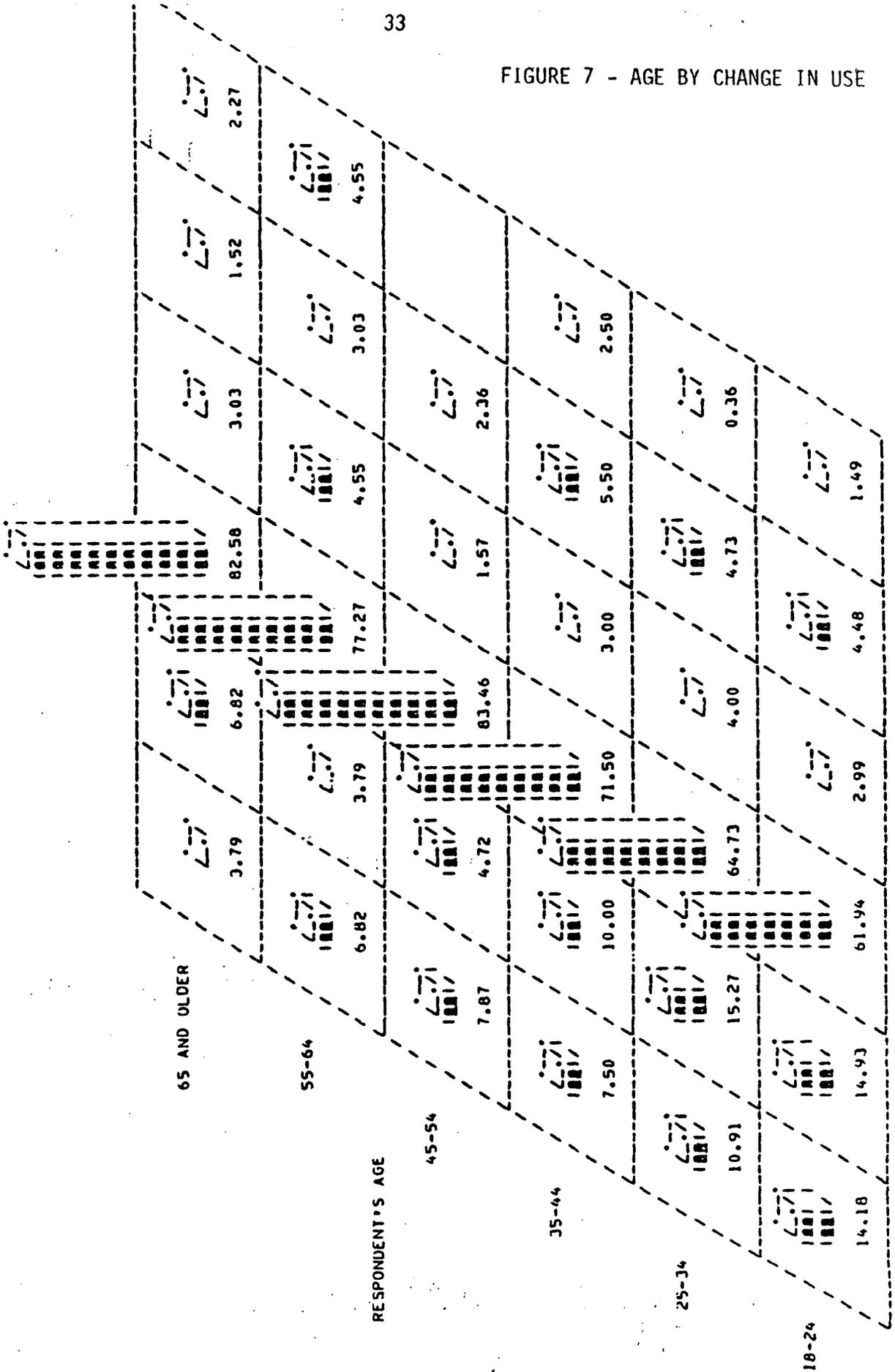
LT HIGH SCHOOL HIGH SCHOOL G SOME COLLEGE COLLEGE GRAD

RESPONDENT'S EDUCATION

FIGURE 7 - AGE BY CHANGE IN USE

TARRANCE & ASSC. - SAFETY RELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART



SIGNIFICANTLY MORE SLIGHTLY MORE ABOUT THE SAME SLIGHTLY LESS SIGNIFICANTLY L DK/NO ANSWER

IF MORE/LESS THAN A YR AGO

WHO DRINKS AND DRIVES?

Almost 63% of the respondents indicated that they do drink alcohol. Of those that do drink, 62% indicated that they drove within one hour of drinking at least once a year. Table 7 indicates the frequency of drinking and driving by the total population and by the population of those who drink and drive.

Twenty-five percent of those individuals who drive within one hour of drinking do so at least once a week, another 25% do so at least once a month. This translates to about 1 out of every 5 adults who drink and drive within one hour of drinking at least once a month. The demographic characteristics for those who drink and drive are presented in Table 8.

The demographic data on those who drink and drive confirms the same basic information that we have seen before regarding the characteristics of the drinking driver, namely, more males than females, and the 18-24 age group yielding the frequent drinkers/drivers, while those with less than a high school diploma are underrepresented in the drinking/driving population. The most interesting demographic characteristic is that 29% of the confirmed non-belt wearers frequently drink and drive while only 18% of the confirmed belt users frequently drink and drive.

This confluence of negatives (i.e., frequent drinking and driving and non-belt use) suggests that there may be a hard-core group of individuals who will be extremely resistant to changes in either area.

The sample sizes of this study do not permit a detailed investigation of either the attitudinal or demographic characteristics of this group. Thirty percent of those who drink and drive indicated that their frequency of driving within one hour of drinking had changed significantly over the last year. Of those who had changed their frequency, 88% indicated that they had, in fact, reduced the frequency of drinking and driving. Table 9 presents the reasons people gave for changing the frequency of drinking and driving. Table 10 presents the data regarding where people drink and then drive and the associated frequency with which this occurs.

TABLE 7

FREQUENCY OF DRIVING AND DRINKING BY DRIVERS/DRINKERS AND BY TOTAL SAMPLE

<u>FREQUENCY OF DRINKING & DRIVING</u>	<u>POPULATION WHO DRINK & DRIVE</u> %	<u>TOTAL POPULATION</u> %
Daily	2	1
2-6 times a week	9	4
Once a week	14	6
Every two weeks	8	3
Once a month	17	7
4-6 times a month	19	7
1-2 times a year	30	12
Never	-	60
Don't Know	-	-

TABLE 8 - DEMOGRAPHICS BY FREQUENCY DRINK AND DRIVE

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P23R/FREQNCY/DRIVE WITHIN 1 HR/DRINKNG/

	DAILY TO 1/MONTH	SEVERAL TMS/YR	NEVER	TOTAL
STANDARD FED. ADMNSTRATV REGIONS				
I/NEW ENGLND STS	29.63	9.26	61.11	54
II/NW YRK/NW JRY	22.32	25.89	51.79	112
III/MID ATLANTIC	21.90	14.29	63.81	105
IV/SOUTH EAST	18.39	12.07	69.54	174
V/GREAT LAKES	21.18	26.11	52.71	203
VI/MID SOUTH	20.54	14.29	65.18	112
VII/PLAINS	16.98	24.53	58.49	53
VIII/NW PLAINS	12.50	28.13	59.38	32
IX/WEST COAST	13.22	16.53	70.25	121
X/NORTH WEST	26.47	35.29	38.24	34
RESPONDENT'S AGE				
18-24	28.36	23.88	47.76	134
25-44	24.63	22.53	52.84	475
45 AND OVER	11.51	13.81	74.68	391
RESPONDENT'S EDUCATION				
LT HIGH SCHOOL	6.25	12.50	81.25	112
HIGH SCHOOL GRAD	20.22	15.90	63.88	371
SOME COLLEGE	23.33	21.85	54.81	270
COLLEGE GRAD	22.27	24.70	53.04	247
RESPONDENT'S SEX				
MALE	32.06	21.04	46.89	499
FEMALE/HOME	5.76	13.58	80.66	243
FEMALE/EMPLOYED	10.08	21.32	68.60	258
PRIMARY SOURCE OF FAMILY INCOME/C				
SLF-EMPL/WHITE C	23.95	21.16	54.88	430
BLUE-COLLAR	20.99	23.46	55.56	243
NOT EMPLOYED	12.68	10.33	77.00	213
OTHER	16.67	20.18	63.16	114
AGGREGATE	20.00	19.30	60.70	1000

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

FREQ-DRV-1 HR DRNKNG

	DAILY TO 1/MONTH	SEVERAL TMS/YR	NEVER	TOTAL
USER CATAGORIES				
NOT APPLICABLE
FREQ USERS/CNFRM	18.01	18.97	63.02	311
SMTM USER/LIKELY	18.61	25.11	56.28	231
SMTM USER/UNLKLY	17.39	21.74	60.87	92
INFREQ USR/LIKLY	20.24	16.07	63.69	168
INFREQ USR/CNFRM	29.14	12.58	58.28	151

P65/WHERE DO YOU LIVE

IN A BIG CITY	20.63	18.52	60.85	189
SUBURBS/BIG CITY	20.91	22.65	56.45	287
IN A SMALL CITY	16.52	16.96	66.52	224
TOWN/VILLAGE	20.00	20.59	59.41	170
IN THE COUNTRY	23.62	15.75	60.63	127
DK/NO ANSWER	0.00	0.00	100.00	3

FREQ-DRV-1 HR DRNKNG

DAILY TO 1/MONTH	100.00	0.00	0.00	200
SEVERAL TMS/YR	0.00	100.00	0.00	193
NEVER	0.00	0.00	100.00	607
AGGREGATE	20.00	19.30	60.70	1000

TABLE 9

WHY PEOPLE CHANGED THEIR
FREQUENCY OF DRINKING AND DRIVING

-
- | | | |
|-----|--|-------|
| 01. | <u>STRICTER D.W.I. LAWS</u> - our stiffer drunk driving laws/
Laws are tougher/the new D.W.I. law that enforces 48
hours in jail/they are cracking down on laws for drunk
drivers/ | (21%) |
| 02. | <u>DON'T DRINK AS MUCH</u> - I slowed down a lot on my drinking/
I have cut down a lot on my drinking/I consume much less
alcohol/I am drinking less than I used to/ | (15%) |
| 03. | <u>AM OLDER/MORE MATURE</u> - I'm just getting older and thinking
more about it/getting older, more cautious/as you get a
little older, you slow down/I am older and more mature/ | (6%) |
| 04. | <u>MORE RESPONSIBILITY</u> - more responsibility, I am thinking
of the safety of myself and my family/I am more safety
conscious, I've got a child now/care about my kids/ | (6%) |
| 05. | <u>DON'T GO OUT AS MUCH</u> - I don't go out as much, I usually
drink at home/I don't go much anymore/married and didn't
party as much/we don't go out very often/my social activ-
ities have become less/ | (6%) |
| 06. | <u>MORE AWARE</u> - I am more aware of the effects of drinking
and driving/I'm more aware of it being dangerous/aware-
ness of drunk drivers/ | (4%) |
| 07. | <u>GREATER DANGER OF ACCIDENTS</u> - accidents I've heard about/
accidents around me/I realize the greater danger of acci-
dents and I've become a better driver/more aware of acci-
dents relating to drunk drivers/ | (7%) |
| 08. | <u>DON'T DRINK AND DRIVE</u> - don't drink and drive that much/I
don't believe in drinking and driving/don't drink as often
just before driving/I just have my wife drive me/I try not
to drink when I'm driving/ | (9%) |
| 09. | <u>AFRAID/DON'T FEEL SAFE</u> - I'm afraid/drunken drivers scare
me/don't feel safe anymore/ | (5%) |
| 10. | <u>HAVE BEEN CAUGHT</u> - got caught drinking and driving/I don't
have a license and I have been arrested for drunken driv-
ing/I had a close call/ | (2%) |
| 11. | <u>MONEY</u> - my income has changed significantly/money/I can't
afford to go out to clubs or parties as much anymore/ | (2%) |
| 12. | <u>MEDICAL REASONS</u> - I've got medical problems...the doctor
told me not to drink/I didn't drink last year because I
was pregnant/ | (2%) |

TABLE 9 (continued)

13.	<u>PERSONAL/BUSINESS REASONS</u> - I've had a lot of personal problems/I've got a steady girl friend and she tends to affect my judgment/if I take customers out or not, that makes it change	(3%)
14.	<u>GO OUT MORE OFTEN</u> - I go out more often/more social occasions/go to more social affairs and different functions/	(5%)
15.	<u>DO IT MORE NOW</u> - I do it more now/I've been drinking lately/	(1%)
16.	<u>LIFE STYLE</u> - because of my life style/changed my life style/	(1%)
17.	<u>SAFETY EDUCATION</u> - safety education, films seen at work/	(1%)
18.	<u>OTHER</u>	(2%)
19.	<u>DON'T KNOW/NO ANSWER</u>	(2%)

TABLE 10

PLACES PEOPLE DRINK AND THEN DRIVE

Bars/taverns	More than once a week.....1	(3%)
	About once a week.....2	(13%)
	One or two times a month.....3	(15%)
	Less than once a month.....4	(9%)
	One or two times a year.....5	(24%)
	Never.....6	(34%)
	Don't know/no answer.....7	(1%)

Restaurants	More than once a week.....1	(3%)
	About once a week.....2	(6%)
	One or two times a month.....3	(15%)
	Less than once a month.....4	(8%)
	One or two times a year.....5	(27%)
	Never.....6	(40%)
	Don't know/no answer.....7	(1%)

Cocktail lounges	More than once a week.....1	(1%)
	About once a week.....2	(7%)
	One or two times a month.....3	(9%)
	Less than once a month.....4	(4%)
	One or two times a year.....5	(17%)
	Never.....6	(60%)
	Don't know/no answer.....7	(1%)

Other people's homes	More than once a week.....1	(3%)
	About once a week.....2	(7%)
	One or two times a month.....3	(18%)
	Less than once a month.....4	(13%)
	One or two times a year.....5	(37%)
	Never.....6	(20%)
	Don't know/no answer.....7	(1%)

TABLE 10 (continued)

Private party held in a public place, such as a hotel or banquet hall.		
	More than once a week.....1	(1%)
	About once a week.....2	(2%)
	One or two times a month.....3	(5%)
	Less than once a month.....4	(5%)
	One or two times a year.....5	(37%)
	Never.....6	(50%)
	Don't know/no answer.....7	(1%)
<hr/>		
Sporting events		
	More than once a week.....1	(1%)
	About once a week.....2	(2%)
	One or two times a month.....3	(5%)
	Less than once a month.....4	(3%)
	One or two times a year.....5	(17%)
	Never.....6	(72%)
	Don't know/no answer.....7	(1%)
<hr/>		
Drinking in my car		
	More than once a week.....1	(4%)
	About once a week.....2	(2%)
	One or two times a month.....3	(6%)
	Less than once a month.....4	(3%)
	One or two times a year.....5	(7%)
	Never.....6	(77%)
	Don't know/no answer.....7	(1%)
<hr/>		

When asked the question:

"Have you personally made any efforts to reduce the number of times you have driven after drinking too much in the past 6 months?"

The response was split down the middle with as many people saying "yes" as saying "no".

For those who responded "yes", they were then asked what they had done and if what they had done was something they just recently started to do. Table 11 presents these results.

Four behaviors were mentioned by 15% or more of the population, and of those, three are behaviors which the majority have just recently started to use.

These are:

- Limit the number of drinks.
- Had someone else drive home.
- Don't drink alcoholic beverages.

The majority of the people apparently have been using the approach of stopping their drinking at a predetermined time and have been using this approach for some time.

When asked "How can you tell when you have had too much to drink to drive safely?", the most frequent response was "the number of drinks". However, only 12% of the respondents mentioned this. The next two most frequent responses (each mentioned by 8% of the respondents) were "weaving/staggering" and "general behavior". The majority of the respondents didn't provide any response to this question. Table 12 provides a complete set of responses to this question. With regard to the issue of how to tell when you have had too much to drink and drive, and what can be done to reduce the number of occurrences of drinking and driving, a great deal of work still remains to be done.

TABLE 11

WHAT HAVE YOU DONE TO CHANGE DRIVING AND DRINKING HABITS

	What have you done		Have you started to do this		
	What have you done Mentioned	Not Mentioned	Recently Yes	No	Don't Know
a) Don't drink alcoholic beverages	19%	81%	15%	7%	79%
b) Limit the number of drinks	38%	62%	26%	12%	62%
c) Eat food	5%	95%	3%	5%	93%
d) Drink some alcoholic beverages and some non-alcoholic beverages	3%	97%	1%	4%	95%
e) Stop drinking at a predetermined time	15%	85%	7%	9%	84%
f) Had someone else drive home	36%	64%	23%	14%	63%
g) Took a taxi/public transportation	3%	97%	2%	4%	95%
h) Test self for own alcohol level	1%	99%	--	3%	97%
i) Stayed overnight	4%	96%	4%	3%	94%
j) Drank coffee	4%	96%	3%	3%	94%
k) Diluted drinks	1%	99%	1%	3%	97%
l) Other (SPECIFY) _____	13%	87%	11%	5%	84%

TABLE 12
INDICATIONS - CAN'T DRINK AND DRIVE SAFELY

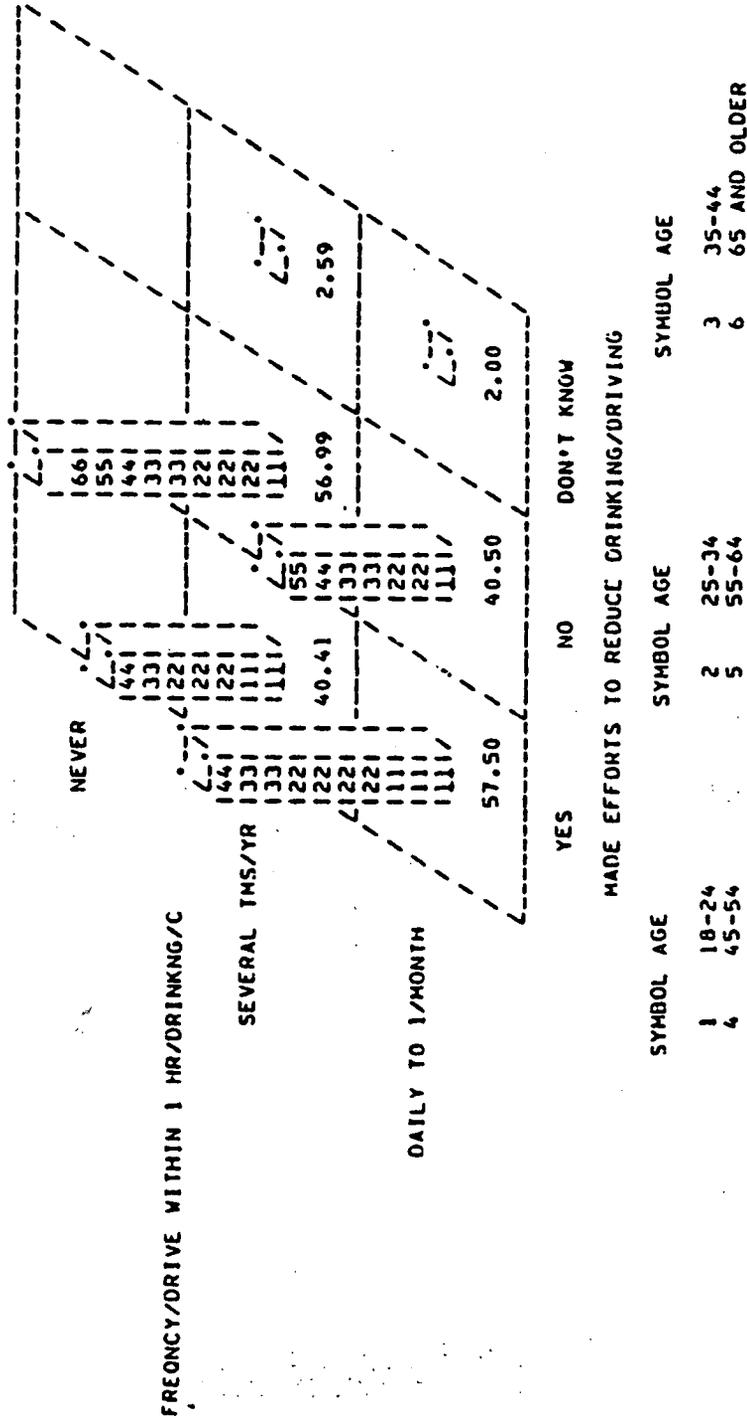
How can you tell when you have had too much to drink to drive safely?

	<u>Mentioned</u>	<u>Not Mentioned</u>
a) Number of drinks	<u>12%</u>	<u>88%</u>
b) Slurred speech	<u>5%</u>	<u>96%</u>
c) Weaving/staggering	<u>8%</u>	<u>92%</u>
d) Personality change, such as very talkative, loud, aggressive, very quiet, etc.	<u>6%</u>	<u>94%</u>
e) Can't stand up	<u>3%</u>	<u>97%</u>
f) Sleepy	<u>5%</u>	<u>95%</u>
g) General behavior	<u>8%</u>	<u>92%</u>
h) Passed out	<u>1%</u>	<u>99%</u>
i) Can just tell (nothing specific)	<u>8%</u>	<u>92%</u>
j) Can't tell	<u>6%</u>	<u>94%</u>
k) Other (SPECIFY)	<u>19%</u>	<u>81%</u>

FIGURE 8 - FREQUENCY DRINK/DRIVE BY
REDUCE DRINK/DRIVE BY AGE

TARRANT & ASSC. - SAFETY HELT (MOOD) - #2017
COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART



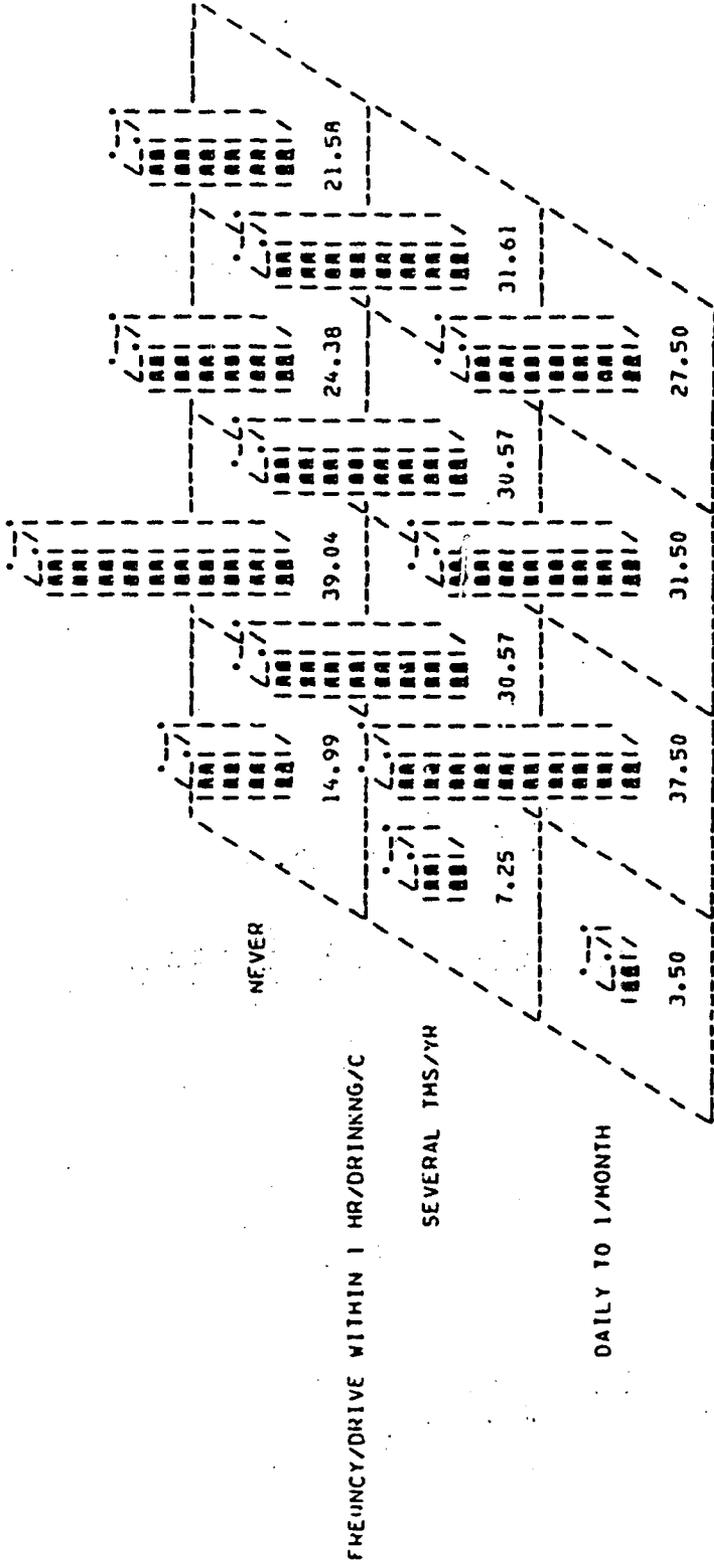
MADE EFFORTS TO REDUCE CRINKING/DRIVING

SYMBOL AGE	YES	NO	DON'T KNOW	SYMBOL AGE
1 18-24	2	25-34	3	35-44
4 45-54	5	55-64	6	65 AND OLDER

FIGURE 9 - FREQUENCY DRINK/DRIVE BY EDUCATION

TARRANCE & ASSC. - SAFETY HELT (M00D) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART



RESPONDENT'S EDUCATION

PERCENTAGE BLOCK CHART

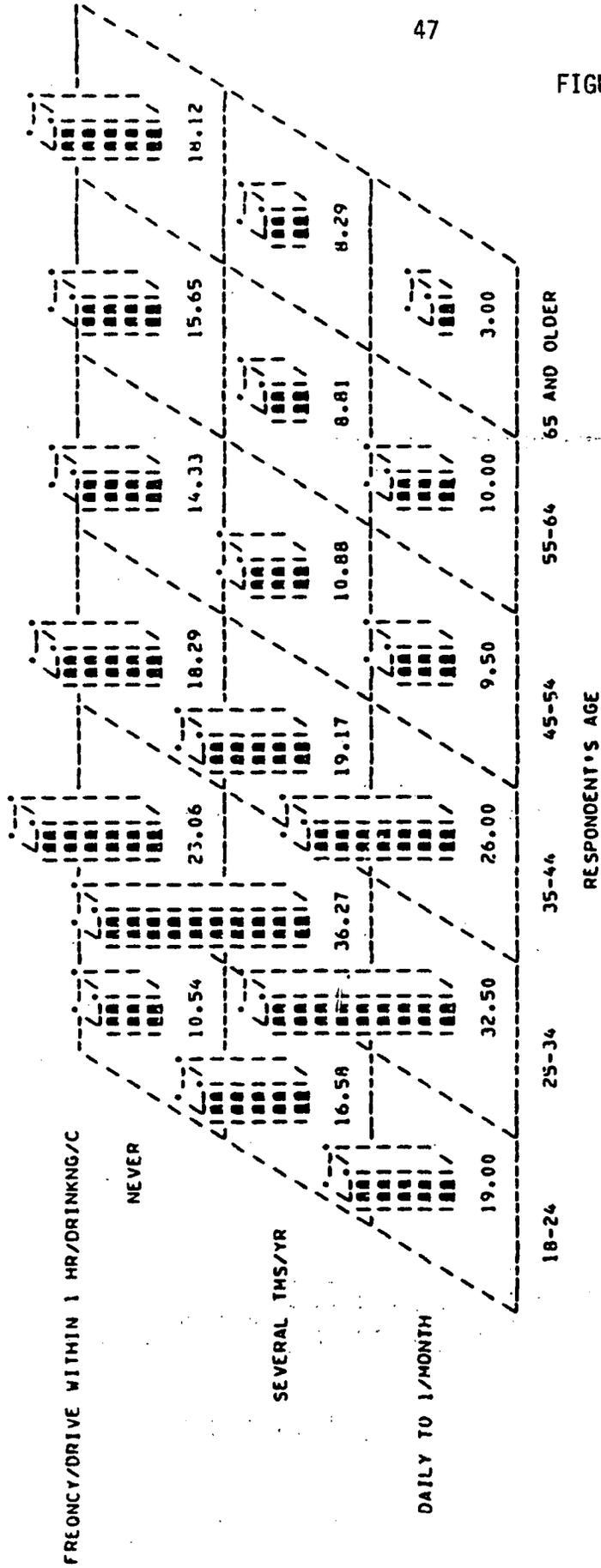


FIGURE 10 - FREQUENCY DRINK/DRIVE BY AGE

PERCENTAGE BLOCK CHART

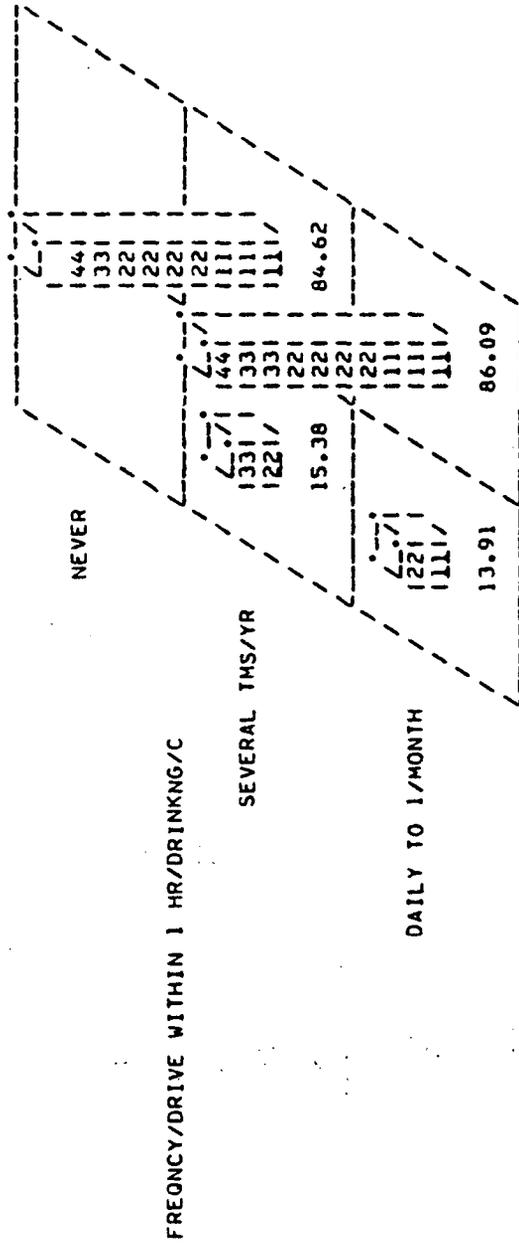


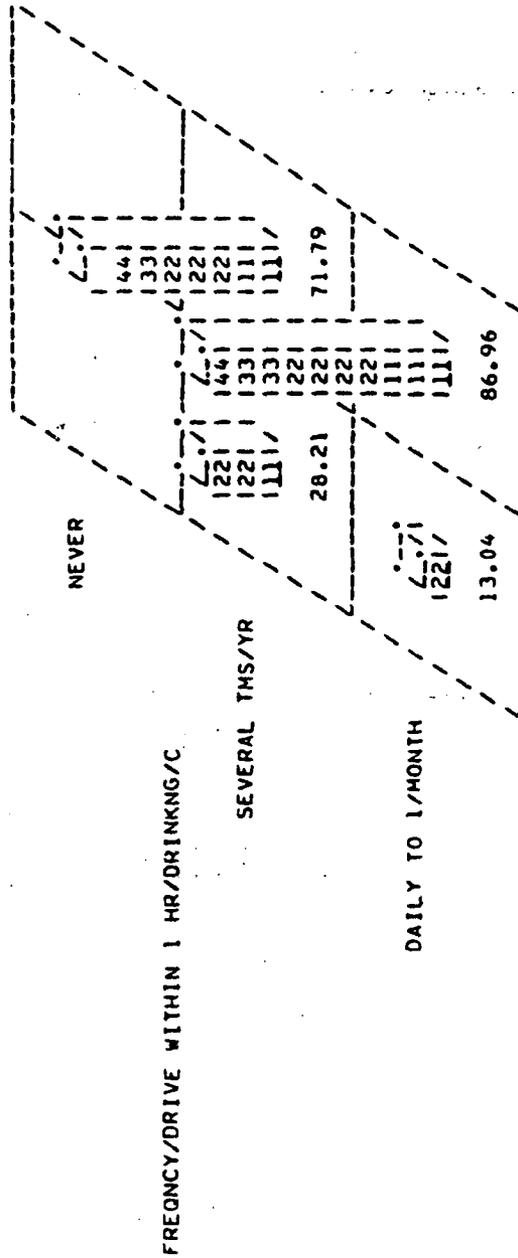
FIGURE 11 - FREQUENCY DRINK/DRIVE BY STOP STATED TIME BY AGE

SYMBOL	AGE	MENTIONED	NOT MENTIONED	STOP DRINKING/PREDETERMINED TIME	SYMBOL	AGE
1	18-24	2	25-34		3	35-44
4	45-54	5	55-64		6	65 AND OLDER

FIGURE 12 - FREQUENCY DRINK/DRIVE BY NO ALCOHOL BY AGE

TARRANCE & ASSC. - SAFETY RELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART



MENTIONED NOT MENTIONED

DON'T DRINK ALCOHOLIC BEVERAGES

SYMBOL	AGE	SYMBOL	AGE	SYMBOL	AGE
1	18-24	2	25-34	3	35-44
4	45-54	5	55-64	6	65 AND OLDER

FIGURE 13 - FREQUENCY DRINK/DRIVE BY HAVE OTHER DRIVE BY AGE

TARRANCE & ASSC. - SAFETY RELY (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART

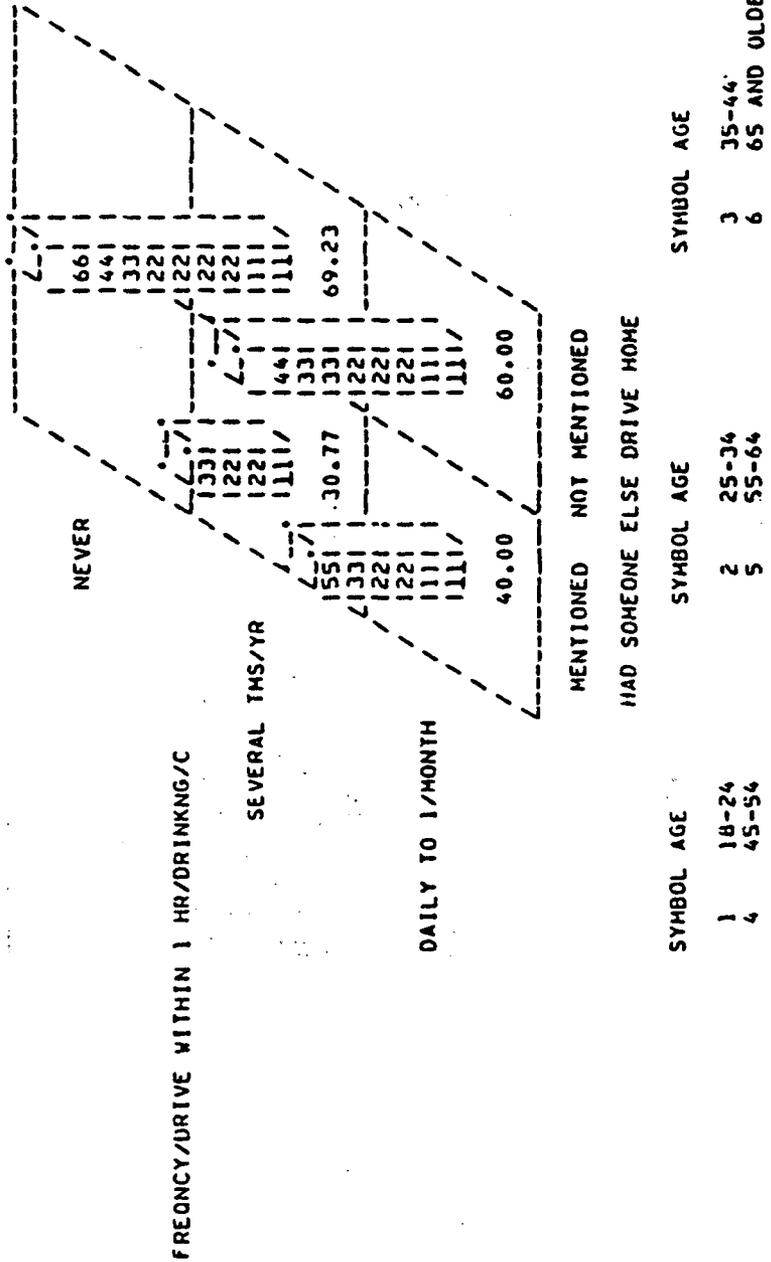


TABLE 13

VERBATIMS - WHY HAS DRINKING/DRIVING CHANGED

Question 26:

And what are one or two reasons why you feel that your frequency of drinking within one hour of driving has changed significantly over the past year?

Geographic Region	Age	Education	Sex	User Categories
V/ Great Lakes	45-54	High School Graduate	Female/ Home	Infrequent/ Likely
"Changed my lifestyle...going on strict diet...no drinking."				
VI/ Mid South	35-44	Some College	Female/ Home	Infrequent/ Likely
"I go to more social affairs and different functions."				
IX/ West Coast	25-34	College Graduate	Female/ Works	Sometime/ Likely
"I can't afford to go out to clubs or parties as much anymore."				
II/New York/ New Jersey	35-44	College Graduate	Female/ Works	Frequent/ Confirmed
"I realize the greater danger of accidents and I've become a better driver."				
VIII/ N.W. Plains	25-34	College Graduate	Female/ Works	Infrequent/ Likely
"I got married and had a baby and stay home more...also, the drunk driving laws are so much stricter than they used to be."				
V/ Great Lakes	25-34	Some College	Male	Frequent/ Confirmed
"Well, the first thing is that I'm older and more mature...I have a lot more responsibility thrown on me than I did before...I guess the other thing is that I've had some bad experiences in the past with friends drinking and driving."				

TABLE 13 (continued)

Question 26 continued:

Geographic Region	Age	Education	Sex	User Categories
II/New York/ New Jersey	18-24	Some College	Male	Infrequent/ Likely
"I slowed down a lot on my drinking...if I'm really drunk now, my friends will drive...I'm 24 now and I guess I'm getting more aware than when I was 18."				
II/New York/ New Jersey	35-44	Some College	Female/ Works	Frequent/ Confirmed
"Police is after everyone and MADD people are really working hard to catch them...I don't want to be the one."				

DRIVING PATTERNS

Data was collected on various aspects of the respondents' driving patterns. This data is presented in Tables 14 through 24. While the data is presented in a number of different forms, the most interesting cuts are those regarding frequency, drinking and driving, and self-report of safety belt use. Both the confirmed non-wearers and the frequent drinkers tend to drive more per year than the sample as a whole. This suggests that the two groups whose behavior tends to increase their risk are also on the road more, so that their exposure is a lot higher than the general public's. This set of relations with regard to increased exposure, holds when mileage data is broken out for both an average weekday and weekend.

These two segments of the population appear to travel by themselves more than the general public. The data regarding the number of people in the car on the last trip of over 200 miles indicates that both groups had the highest percentage of one person trips for their respective categories.

Table 22 shows no differences between these two groups in terms of change in family driving patterns in the past year and Table 23 provides the same data for the individual respondent. Neither of the tables shows any significant differences between the two high risk groups and the general population data. This impact may be a result of the large percentage of no change for both tables.

The only table which shows a discrepancy in terms of reported behavior of the two high risk groups is Table 24 which describes the use of their car during the last Thanksgiving through New Year holiday season. The frequent drinkers drive more while the infrequent wearers drove less than the general public.

The reasons for more frequent or less frequent use for all respondents are presented in Tables 25 and 26.

TABLE 14 - DEMOGRAPHICS BY MILES DRIVEN PAST YEAR

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P35R/MILES DRIVEN/LAST 12 MONTHS/C

	0-1,000	1,200-5,000	6,000-10,000	11,000-15,000	16,000 & OVER	DK/NO ANSWER	TOTAL
STANDARD FED. ADMINSTRATV REGIONS							
I/NEW ENGLND STS	14.81	14.81	25.93	18.52	18.52	7.41	54
II/NW YPK/NW JRY	15.18	27.68	18.75	14.29	17.86	6.25	112
III/MID ATLANTIC	14.29	25.71	16.19	21.90	16.19	5.71	105
IV/SOUTH EAST	18.39	14.94	17.24	15.09	26.44	6.90	174
V/GREAT LAKES	9.85	19.70	21.18	15.76	23.15	10.34	203
VI/MID SOUTH	6.25	22.32	15.18	25.00	25.00	6.25	112
VII/PLAINS	5.66	22.64	22.64	18.97	22.64	7.55	53
VIII/NW PLAINS	25.00	21.88	21.88	9.38	9.38	12.50	32
IX/WEST COAST	17.36	22.31	16.53	15.70	22.31	5.79	121
X/NORTH WEST	11.76	29.41	17.65	23.53	17.65	0.00	34
RESPONDENT'S AGE							
18-24	18.66	19.40	23.13	20.15	14.93	3.73	134
25-44	9.47	18.53	17.89	20.00	26.74	7.37	475
45 AND OVER	16.62	25.32	18.16	14.07	17.65	8.18	391
RESPONDENT'S EDUCATION							
LT HIGH SCHOOL	25.00	25.00	16.07	3.57	16.07	14.29	112
HIGH SCHOOL GRAD	15.93	22.64	16.98	16.44	19.41	8.63	371
SOME COLLEGE	10.37	19.26	20.74	20.37	24.44	4.31	270
COLLEGE GRAD	8.10	19.84	20.24	23.08	24.29	4.45	247
RESPONDENT'S SEX							
MALE	5.21	15.03	20.24	23.45	33.47	2.61	499
FEMALE/HOME	29.22	29.63	15.23	4.94	7.41	13.58	243
FEMALE/EMPLOYED	14.73	25.58	18.99	18.60	12.02	10.08	258
PRIMARY SOURCE OF FAMILY INCOME/C							
SLF-EMPL/WHITE C	9.30	18.37	19.30	20.47	26.28	6.28	430
BLUE-COLLAR	11.11	20.16	20.16	18.93	23.46	6.17	243
NOT EMPLOYED	27.70	27.70	16.90	7.04	12.21	8.45	213
OTHER	7.89	22.81	16.67	24.56	17.54	10.53	114
AGGREGATE	13.50	21.30	18.70	17.70	21.60	7.20	1000

TABLE 14 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

	P35R/MILES DRIVEN/LAST 12 MONTHS/C					DK/NO AN SWER	TOTAL
	0-1,000	1,200-5, 000	5,000-10 ,000	11,000-1 5,000	16,000 & OVER		
USED CATEGORIES							
NOT APPLICABLE
FREQ USER/CONFIRM	9.97	24.44	22.19	16.08	21.86	5.47	311
SMTM USER/LIKELY	16.45	22.51	16.45	18.61	19.48	6.49	231
SMTM USER/UNLIKELY	9.73	26.09	17.39	26.09	14.13	6.52	92
INFREQ USER/LIKELY	18.45	18.45	18.45	17.86	19.64	7.14	168
INFREQ USER/CONFIRM	13.25	15.89	15.23	15.89	31.79	7.95	151
P66/WHERE DO YOU LIVE							
IN A BIG CITY	16.40	20.11	15.34	19.05	20.11	8.99	189
SUBURBS/BIG CITY	11.85	20.91	21.95	16.72	23.34	5.23	287
IN A SMALL CITY	13.39	20.98	19.64	19.20	18.75	8.04	224
TOWN/VILLAGE	14.12	22.35	20.00	14.71	20.59	8.24	170
IN THE COUNTRY	12.60	22.83	13.39	18.90	26.77	5.51	127
DK/NO ANSWER	0.00	33.33	0.00	33.33	0.00	33.33	3
FREQ-DPV-1 - IF DRINKING							
DAILY TO 1/MONTH	6.50	15.00	21.00	23.00	31.00	3.50	200
SEVERAL TMS/YR	7.25	27.46	20.73	20.73	19.69	4.15	193
NEVER	17.79	21.42	17.30	14.99	19.11	9.39	607
TOTAL	13.50	21.30	18.70	17.70	21.60	7.20	1000

TABLE 15 - DEMOGRAPHICS BY MILES DRIVEN WEEKDAYS

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P36R/MILES DRIVEN/AVE. WEEK DAY/C

	0-10	12-29	30-69	70 & OVE R	DK/NO AN SWER	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	25.93	20.37	31.48	16.67	5.56	54
II/NW YRK/NW JRY	36.61	14.29	18.75	27.68	2.68	112
III/MID ATLANTIC	25.71	16.19	30.48	25.71	1.90	105
IV/SOUTH EAST	20.69	19.54	21.84	35.63	2.30	174
V/GREAT LAKES	24.63	19.21	23.15	30.54	2.46	203
VI/MID SOUTH	25.00	19.64	25.89	25.00	4.46	112
VII/PLAINS	26.42	22.64	13.21	30.19	7.55	53
VIII/NW PLAINS	46.88	25.00	9.38	18.75	0.00	32
IX/WEST COAST	24.79	20.66	24.79	27.27	2.48	121
X/NORTH WEST	32.35	26.47	20.59	20.59	0.00	34
RESPONDENT'S AGE						
18-24	24.63	18.66	27.61	27.61	1.49	134
25-44	22.74	20.00	24.21	31.16	1.89	475
45 AND OVER	31.97	18.67	20.20	24.55	4.60	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	37.50	24.11	14.29	17.86	6.25	112
HIGH SCHOOL GRAD	26.15	18.06	26.15	28.03	1.62	371
SOME COLLEGE	25.56	13.70	23.70	33.33	3.70	270
COLLEGE GRAD	23.48	25.10	21.86	27.13	2.43	247
RESPONDENT'S SEX						
MALE	17.43	17.64	24.25	37.88	2.81	499
FEMALE/HOME	42.80	20.58	20.58	13.17	2.88	243
FEMALE/EMPLOYED	29.07	21.32	23.26	23.26	3.10	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	22.56	17.91	22.56	34.42	2.56	430
BLUE-COLLAR	22.22	22.63	28.81	25.10	1.23	243
NOT EMPLOYED	42.25	14.55	18.31	19.25	5.63	213
OTHER	21.93	26.32	21.93	27.19	2.63	114
AGGREGATE	26.60	19.30	23.10	28.10	2.90	1000

TABLE 15 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P36R/MILES DRIVEN/AVE. WEEK DAY/C

	0-10	12-29	30-69	70 & OVE	DK/NO AN R SWER	TOTAL
USER CATAGORIES						
NOT APPLICABLE						
FREQ USERS/CNFRM	25.08	21.22	22.51	27.97	3.22	311
SMTM USER/LIKELY	32.03	15.15	21.21	29.00	2.60	231
SMTM USER/UNLKLY	28.26	18.48	28.26	22.83	2.17	92
INFREQ USR/LIKLY	26.79	16.67	26.19	28.57	1.79	168
INFREQ USR/CNFRM	19.87	24.50	19.21	31.79	4.64	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	30.69	19.58	17.46	29.10	3.17	189
SUBURBS/BIG CITY	25.09	18.47	27.87	26.48	2.09	287
IN A SMALL CITY	29.91	18.75	24.11	24.55	2.68	224
TOWN/VILLAGE	29.41	18.82	20.59	27.06	4.12	170
IN THE COUNTRY	14.96	22.05	22.05	38.58	2.36	127
DK/NO ANSWER	0.00	33.33	33.33	0.00	33.33	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	21.00	14.50	26.50	36.50	1.50	200
SEVERAL TMS/YR	27.46	22.28	23.32	26.42	0.52	193
NEVER	28.17	19.93	21.91	25.86	4.12	607
AGGREGATE	26.60	19.30	23.10	28.10	2.90	1000

TABLE 16 - DEMOGRAPHICS BY MILES DRIVEN WEEKENDS

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P37R/MILES DRIVEN/AVE. WEEKEND/C

	0-10	11-20	21-50	OVER 50	DK/NO AN SWER	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	24.07	16.67	22.22	31.48	5.56	54
II/NW YRK/NW JRY	33.04	17.86	22.32	24.11	2.68	112
III/MID ATLANTIC	32.38	14.29	21.90	27.62	3.81	105
IV/SOUTH EAST	30.46	16.09	25.86	24.71	2.87	174
V/GREAT LAKES	25.12	12.81	34.48	23.15	4.43	203
VI/MID SOUTH	25.00	10.71	27.68	33.93	2.68	112
VII/PLAINS	26.42	18.87	30.19	22.64	1.89	53
VIII/NW PLAINS	46.88	6.25	37.50	6.25	3.13	32
IX/WEST COAST	25.62	11.57	24.79	32.23	5.79	121
X/NORTH WEST	20.59	17.65	20.59	35.29	5.88	34
RESPONDENT'S AGE						
18-24	19.40	18.66	31.34	29.10	1.49	134
25-44	23.16	12.42	30.74	30.53	3.16	475
45 AND OVER	37.60	14.83	21.23	20.97	5.37	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	46.43	14.29	25.89	9.82	3.57	112
HIGH SCHOOL GRAD	26.95	15.36	27.49	26.68	3.50	371
SOME COLLEGE	25.93	12.96	26.67	28.89	5.56	270
COLLEGE GRAD	24.70	13.77	27.53	31.58	2.43	247
RESPONDENT'S SEX						
MALE	16.03	15.43	28.66	36.47	3.41	499
FEMALE/HOME	49.79	10.29	22.63	13.58	3.70	243
FEMALE/EMPLOYED	31.78	15.50	28.29	19.77	4.65	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	22.56	13.72	28.37	32.09	3.26	430
BLUE-COLLAR	24.28	13.17	30.86	29.22	2.47	243
NOT EMPLOYED	46.48	14.55	19.72	13.62	5.63	213
OTHER	24.56	17.54	28.07	24.56	5.26	114
AGGREGATE	28.30	14.20	27.10	26.60	3.80	1000

TABLE 16 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P37R/MILES DRIVEN/AVE. WEEKEND/C

	0-10	11-20	21-50	OVER 50	DK/NO AN SWER	TOTAL
USER CATAGORIES						
NOT APPLICABLE						
FREQ USERS/CNFRM	27.97	14.47	24.76	27.97	4.82	311
SMTM USER/LIKELY	25.97	12.12	31.60	25.97	4.33	231
SMTM USER/UNLKLY	28.26	16.30	29.35	22.83	3.26	92
INFREQ USR/LIKLY	29.17	17.26	25.60	24.40	3.57	168
INFREQ USR/CNFRM	29.14	11.26	26.49	30.46	2.65	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	29.63	13.23	25.93	26.98	4.23	189
SUBURBS/BIG CITY	24.04	15.68	30.31	25.78	4.18	287
IN A SMALL CITY	32.59	13.84	27.23	22.32	4.02	224
TOWN/VILLAGE	34.12	14.71	17.06	31.18	2.94	170
IN THE COUNTRY	21.26	12.60	33.86	29.92	2.36	127
DK/NO ANSWER	0.00	0.00	66.67	0.00	33.33	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	18.00	16.50	32.00	31.50	2.00	200
SEVERAL TMS/YR	24.87	16.58	27.46	28.50	2.59	193
NEVER	32.78	12.69	25.37	24.38	4.78	607
AGGREGATE	28.30	14.20	27.10	26.60	3.80	1000

TABLE 17 - NUMBER OF TRIPS OVER 200 MILES/PAST YEAR

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P38R-TRIPS OVER 200 MLS/LAST YR

	0-1	2-4	5 & OVER	DK/NO AN SWER	TOTAL
STANDARD FED. ADMNSTRATV REGIONS					
I/NEW ENGLND STS	33.33	37.04	29.63	0.00	54
II/NW YRK/NW JRY	44.64	33.04	22.32	0.00	112
III/MID ATLANTIC	39.05	38.10	22.86	0.00	105
IV/SOUTH EAST	44.25	29.31	24.14	2.30	174
V/GREAT LAKES	35.47	34.98	28.08	1.48	203
VI/MID SOUTH	34.82	25.89	36.61	2.68	112
VII/PLAINS	33.96	35.85	30.19	0.00	53
VIII/NW PLAINS	43.75	43.75	12.50	0.00	32
IX/WEST COAST	42.15	30.58	24.79	2.48	121
X/NORTH WEST	17.65	35.29	47.06	0.00	34
RESPONDENT'S AGE					
18-24	32.84	37.31	29.10	0.75	134
25-44	36.63	33.26	29.26	0.84	475
45 AND OVER	42.97	31.20	23.79	2.05	391
RESPONDENT'S EDUCATION					
LT HIGH SCHOOL	60.71	18.75	17.86	2.68	112
HIGH SCHOOL GRAD	42.05	33.69	22.91	1.35	371
SOME COLLEGE	34.81	35.93	28.52	0.74	270
COLLEGE GRAD	27.53	35.22	36.03	1.21	247
RESPONDENT'S SEX					
MALE	30.66	33.07	34.47	1.80	499
FEMALE/HOME	51.03	30.86	16.87	1.23	243
FEMALE/EMPLOYED	42.25	34.88	22.48	0.39	258
PRIMARY SOURCE OF FAMILY INCOME/C					
SLF-EMPL/WHITE C	32.79	31.86	34.42	0.93	430
BLUE-COLLAR	39.09	37.04	22.63	1.23	243
NOT EMPLOYED	52.11	28.64	17.37	1.88	213
OTHER	34.21	36.84	27.19	1.75	114
AGGREGATE	38.60	33.00	27.10	1.30	1000

TABLE 17 (continued)

62

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P38R-TRIPS OVER 200 MLS/LAST YR

	0-1	2-4	5 & OVER	DK/NO AN SWER	TOTAL
USER CATAGORIES					
NOT APPLICABLE
FREQ USERS/CNFRM	39.55	31.51	27.97	0.96	311
SMTM USER/LIKELY	30.74	37.66	30.74	0.87	231
SMTM USER/UNLKLY	32.61	34.78	31.52	1.09	92
INFREQ USR/LIKLY	47.02	29.17	22.02	1.79	168
INFREQ USR/CNFRM	39.07	33.11	25.17	2.65	151
P65/WHERE DO YOU LIVE					
IN A BIG CITY	35.98	29.63	32.28	2.12	189
SUBURBS/BIG CITY	37.28	33.45	28.22	1.05	287
IN A SMALL CITY	40.63	34.82	23.21	1.34	224
TOWN/VILLAGE	42.35	32.35	24.71	0.59	170
IN THE COUNTRY	36.22	35.43	26.77	1.57	127
DK/NO. ANSWER	66.67	0.00	33.33	0.00	13
FREQ-DRV-1 HR DRNKNG					
DAILY TO 1/MONTH	34.00	30.50	34.00	1.50	200
SEVERAL TMS/YR	31.61	34.20	32.64	1.55	193
NEVER	42.34	33.44	23.06	1.15	607
AGGREGATE	38.60	33.00	27.10	1.30	1000

TABLE 18 - CHANGE IN NUMBER OF TRIPS OVER 200 MILES

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P39/IS THIS MORE OR LESS THAN YEAR BEFO

	MORE	UNSURE	NO	DIFFE RENCE	LESS	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	22.22	7.41	38.89	31.48	54	
II/NW YRK/NW JRY	14.29	0.89	56.25	28.57	112	
III/MID ATLANTIC	15.24	0.95	48.57	35.24	105	
IV/SOUTH EAST	16.09	4.02	41.38	38.51	174	
V/GREAT LAKES	16.75	0.99	52.71	29.56	203	
VI/MID SOUTH	23.21	2.68	44.64	29.46	112	
VII/PLAINS	30.19	3.77	35.85	30.19	53	
VIII/NW PLAINS	21.88	0.00	43.75	34.38	32	
IX/WEST COAST	18.18	1.65	37.19	42.98	121	
X/NORTH WEST	26.47	2.94	26.47	44.12	34	
RESPONDENT'S AGE						
18-24	31.34	2.24	26.12	40.30	134	
25-44	20.00	1.05	43.16	35.79	475	
45 AND OVER	12.53	3.84	53.96	29.67	391	
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	15.18	3.57	48.21	33.04	112	
HIGH SCHOOL GRAD	19.41	1.89	46.09	32.61	371	
SOME COLLEGE	21.48	2.22	42.22	34.07	270	
COLLEGE GRAD	15.79	2.43	45.34	36.44	247	
RESPONDENT'S SEX						
MALE	18.04	2.00	44.29	35.67	499	
FEMALE/HOME	17.28	3.70	47.74	31.28	243	
FEMALE/EMPLOYED	20.93	1.55	44.19	33.33	258	
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	18.84	1.63	48.14	31.40	430	
BLUE-COLLAR	22.22	1.65	39.09	37.04	243	
NOT EMPLOYED	14.08	4.69	48.36	32.86	213	
OTHER	18.42	1.75	40.35	39.47	114	
AGGREGATE	18.60	2.30	45.10	34.00	1000	

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P39/IS THIS MORE OR LESS THAN YEAR BEFO

	MORE	UNSURE	NO DIFFE RENCE	LESS	TOTAL
USER CATAGORIES					
NOT APPLICABLE
FREQ USERS/CNFRM	21.54	1.93	42.44	34.08	311
SMTM USER/LIKELY	18.61	3.46	42.86	35.06	231
SMTM USER/UNLKLY	17.39	1.09	42.39	39.13	92
INFREQ USR/LIKLY	17.26	1.79	50.00	30.95	168
INFREQ USR/CNFRM	19.21	3.31	46.36	31.13	151

P65/WHEPE DO YOU LIVE

IN A BIG CITY	23.81	2.12	38.62	35.45	189
SUBURBS/BIG CITY	18.82	3.14	45.99	32.06	287
IN A SMALL CITY	19.64	1.79	44.20	34.38	224
TOWN/VILLAGE	15.88	1.76	50.59	31.76	170
IN THE COUNTRY	12.60	1.57	47.24	38.58	127
DK/NO ANSWER	0.00	33.33	33.33	33.33	3

FREQ-DRV-1 HR DRNKNG

DAILY TO 1/MONTH	19.50	1.50	40.50	38.50	200
SEVERAL TMS/YR	20.73	0.52	48.70	30.05	193
NEVER	17.63	3.13	45.47	33.77	607
AGGREGATE	18.60	2.30	45.10	34.00	1000

TABLE 19 - YEAR OF LAST OVER 200-MILE TRIP

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017								
P40R/YEAR OF LAST 200 MILE TRIP/C								
	NONE	BEFORE 1	1980	1981	1982	1983	DK/NO AN	TOTAL
		980					SWER	
STANDARD FED. ADMNSTRATV REGIONS								
I/NEW ENGLND STS	5.56	3.70	0.00	3.70	51.85	33.33	1.85	54
II/NW YRK/NW JRY	4.46	7.14	3.57	8.04	40.18	27.68	8.93	112
III/MID ATLANTIC	2.86	4.76	0.95	3.81	54.29	27.62	5.71	105
IV/SOUTH EAST	3.45	12.07	6.32	7.47	44.25	23.56	2.87	174
V/GREAT LAKES	2.96	10.84	2.46	7.39	46.31	28.08	1.97	203
VI/MID SOUTH	0.89	4.46	5.36	8.04	41.96	34.22	4.46	112
VII/PLAINS	1.89	5.66	1.89	3.77	50.94	32.08	3.77	53
VIII/NW PLAINS	0.00	5.25	3.13	9.38	68.75	9.38	3.13	32
IX/WEST COAST	2.48	5.79	1.65	13.22	49.59	24.79	2.48	121
X/NORTH WEST	0.00	2.94	2.94	2.94	47.06	44.12	0.00	34
RESPONDENT'S AGE								
18-24	3.73	2.24	2.99	9.70	43.28	35.07	2.99	134
25-44	2.11	5.53	2.95	6.53	51.58	28.00	2.32	475
45 AND OVER	3.32	10.74	3.58	7.67	43.48	25.58	5.63	391
RESPONDENT'S EDUCATION								
LT HIGH SCHOOL	4.46	14.29	8.93	8.93	34.82	20.54	8.04	112
HIGH SCHOOL GRAD	4.04	7.28	4.04	9.43	47.44	24.80	2.96	371
SOME COLLEGE	2.22	5.56	1.48	5.56	52.22	28.89	4.07	270
COLLEGE GRAD	0.81	7.29	1.21	5.67	47.37	35.22	2.43	247
RESPONDENT'S SEX								
MALE	2.40	5.41	3.41	6.21	46.29	33.47	2.81	499
FEMALE/HOME	4.53	11.93	3.70	8.23	45.68	20.58	5.35	243
FEMALE/EMPLOYED	1.94	7.75	2.33	8.91	50.78	24.42	3.88	258
PRIMARY SOURCE OF FAMILY INCOME/C								
SLF-EMPL/WHITE C	2.09	6.28	2.56	6.05	46.05	33.95	3.02	430
BLUE-COLLAR	3.29	5.76	3.70	7.82	52.25	25.10	2.06	243
NOT EMPLOYED	4.69	14.08	3.75	9.86	40.38	19.72	7.51	213
OTHER	0.88	4.39	3.51	7.02	54.39	27.19	2.63	114
AGGREGATE	2.80	7.60	3.20	7.40	47.30	28.00	3.70	1000

TABLE 19 (continued)

TARRANCE & ASSOC. - SAFETY BELT (MOOD) - #2017

P40R/YEAR OF LAST 200 MILE TRIP/C

	NONE BEFORE 1 980	1980	1981	1982	1983	DK/NO AN SWER	TOTAL	
USER CATEGORIES								
NOT APPLICABLE	
FREQ USERS/CONFIRM	2.89	7.48	3.22	7.72	48.23	26.69	3.86	311
SMTM USER/LIKELY	3.46	7.36	1.30	4.76	51.52	29.87	1.73	231
SMTM USER/UNLIKELY	1.09	4.35	2.17	11.96	52.17	25.00	3.26	92
INFREQ USR/LIKELY	3.57	11.31	4.17	7.14	42.26	29.57	2.98	168
INFREQ USR/CONFIRM	1.99	7.28	4.64	6.62	44.37	27.81	7.28	151
PSS/WHERE DO YOU LIVE								
IN A BIG CITY	3.17	5.82	2.12	10.05	47.09	28.57	3.17	159
SUBURBS/BIG CITY	3.14	7.67	2.79	5.92	48.08	29.62	2.79	287
IN A SMALL CITY	6.89	7.14	3.57	6.70	52.23	26.34	3.13	224
TOWN/VILLAGE	5.29	8.24	4.12	7.65	43.53	27.65	3.53	170
IN THE COUNTRY	1.57	9.45	3.94	7.87	42.52	27.56	7.09	127
DK/NO ANSWER	0.00	33.33	0.00	0.00	33.33	0.00	33.33	3
FREQ-D-V-1 HE DRINKING								
DAILY TO 1/MONTH	0.50	5.50	3.50	5.50	50.50	32.00	2.50	200
SEVERAL TMS/YR	0.52	6.22	3.11	8.29	45.08	35.75	1.04	193
NEVER	4.28	3.73	3.13	7.74	46.95	24.22	4.94	607
AGGREGATE	2.80	7.50	3.20	7.40	47.30	28.00	3.70	1000

TABLE 20 - SEASON OF LAST 200 MILE TRIP

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P40R1/SEASON/LAST 200 MILE TRIP/C

	NONE UMMER	SPRING/S UMMER	FALL/WIN TER	DK/NO AN SWER	TOTAL
STANDARD FED. ADMNSTRATV REGIONS					
I/NEW ENGLND STS	5.56	33.33	59.26	1.85	54
II/NW YRK/NW JRY	4.46	33.04	52.68	9.82	112
III/MID ATLANTIC	2.86	35.24	52.38	9.52	105
IV/SOUTH EAST	4.02	32.76	55.17	8.05	174
V/GREAT LAKES	3.45	42.36	49.75	4.43	203
VI/MID SOUTH	2.68	27.68	61.61	8.04	112
VII/PLAINS	1.89	37.74	58.49	1.89	53
VIII/NW PLAINS	0.00	59.38	37.50	3.13	32
IX/WEST COAST	2.48	38.02	54.55	4.96	121
X/NORTH WEST	0.00	32.35	67.65	0.00	34
RESPONDENT'S AGE					
18-24	4.48	37.31	55.22	2.99	134
25-44	2.11	38.74	54.53	4.63	475
45 AND OVER	4.09	32.74	53.96	9.21	391
RESPONDENT'S EDUCATION					
LT HIGH SCHOOL	6.25	36.61	42.86	14.29	112
HIGH SCHOOL GRAD	4.58	38.81	51.48	5.12	371
SOME COLLEGE	2.22	38.89	53.70	5.19	270
COLLEGE GRAD	0.81	29.15	64.78	5.26	247
RESPONDENT'S SEX					
MALE	3.01	32.46	59.12	5.41	499
FEMALE/HOME	4.94	39.92	47.74	7.41	243
FEMALE/EMPLOYED	1.94	39.92	51.55	6.59	258
PRIMARY SOURCE OF FAMILY INCOME/C					
SLF-EMPL/WHITE C	2.09	34.19	57.91	5.81	430
BLUE-COLLAR	4.12	42.80	49.79	3.29	243
NOT EMPLOYED	5.16	31.46	52.11	11.27	213
OTHER	1.75	38.60	55.26	4.39	114
AGGREGATE	3.20	36.20	54.40	6.20	1000

TABLE 20 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P40R1/SEASON/LAST 200 MILE TRIP/C

USER CATAGORIES	NONE	SPRING/S UMMER	FALL/WIN TER	DK/NO AN SWER	TOTAL
NOT APPLICABLE
FREQ USERS/CNFRM	3.86	35.69	54.66	5.79	311
SMTM USER/LIKELY	3.46	32.90	58.87	4.76	231
SMTM USER/UNLKLY	2.17	45.65	48.91	3.26	92
INFREQ USR/LIKLY	3.57	39.29	51.79	5.36	168
INFREQ USR/CNFRM	1.99	32.45	53.64	11.92	151
P65/WHERE DO YOU LIVE					
IN A BIG CITY	4.23	35.45	55.03	5.29	189
SUBURBS/BIG CITY	3.48	35.19	56.45	4.88	287
IN A SMALL CITY	0.89	34.82	57.59	6.70	224
TOWN/VILLAGE	5.29	37.65	51.76	5.29	170
IN THE COUNTRY	1.57	40.16	48.03	10.24	127
DK/NO ANSWER	33.33	33.33	0.00	33.33	3
FREQ-DRV-1 HR DRNKNG					
DAILY TO 1/MONTH	0.50	33.00	63.00	3.50	200
SEVERAL TMS/YR	0.52	38.34	58.03	3.11	193
NEVER	4.94	36.57	50.41	8.07	607
AGGREGATE	3.20	36.20	54.40	6.20	1000

TABLE 21 - NUMBER OF PERSONS IN CAR/LAST TRIP

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P41R/NUMBER OF PPL IN CAR/LAST TRIP/C

	ONE	TWO	THREE	FOUR OR MORE	DK/NO ANSWER	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	20.37	27.78	20.37	29.63	1.85	54
II/NW YRK/NW JRY	11.61	36.61	9.82	35.71	6.25	112
III/MID ATLANTIC	18.10	33.33	16.19	26.67	5.71	105
IV/SOUTH EAST	13.22	33.33	12.64	37.36	3.45	174
V/GREAT LAKES	12.32	34.98	18.72	33.00	0.99	203
VI/MID SOUTH	14.29	25.89	20.54	36.61	2.68	112
VII/PLAINS	7.55	35.85	16.98	37.74	1.89	53
VIII/NW PLAINS	6.25	25.00	25.00	40.63	3.13	32
IX/WEST COAST	9.92	38.02	12.40	36.36	3.31	121
X/NORTH WEST	8.82	44.12	11.76	35.29	0.00	34
RESPONDENT'S AGE						
18-24	16.42	25.37	14.18	41.79	2.24	134
25-44	13.89	25.89	15.79	42.32	2.11	475
45 AND OVER	10.23	46.04	16.37	22.76	4.60	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	9.82	30.36	16.07	37.50	6.25	112
HIGH SCHOOL GRAD	9.43	32.61	18.06	37.47	2.43	371
SOME COLLEGE	17.04	32.22	14.81	32.59	3.33	270
COLLEGE GRAD	14.57	38.46	13.36	31.17	2.43	247
RESPONDENT'S SEX						
MALE	17.64	33.67	16.23	30.66	1.80	499
FEMALE/HOME	9.05	35.39	14.81	36.21	4.53	243
FEMALE/EMPLOYED	6.98	32.17	15.89	40.70	4.26	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	17.21	31.86	16.05	32.09	2.79	430
BLUE-COLLAR	7.82	28.81	19.75	41.98	1.65	243
NOT EMPLOYED	10.80	42.25	12.21	28.64	6.10	213
OTHER	10.53	35.09	13.16	39.47	1.75	114
AGGREGATE	12.80	33.70	15.80	34.60	3.10	1000

TABLE 21 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P41R/NUMBER OF PPL IN CAR/LAST TRIP/C

	ONE	TWO	THREE	FOUR OR MORE	DK/NO AN SWER	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	13.83	35.37	13.83	33.76	3.22	311
SMTM USER/LIKELY	12.55	33.33	15.15	37.66	1.30	231
SMTM USER/UNLKLY	7.61	38.04	15.22	38.04	1.09	92
INFREQ USR/LIKLY	12.50	32.14	22.02	30.36	2.98	168
INFREQ USR/CNFRM	15.23	30.46	16.56	30.46	7.28	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	14.81	34.39	19.05	28.57	3.17	189
SUBURBS/BIG CITY	16.38	35.54	14.29	31.36	2.44	287
IN A SMALL CITY	9.82	34.82	15.18	37.95	2.23	224
TOWN/VILLAGE	12.94	32.35	11.18	41.18	2.35	170
IN THE COUNTRY	7.09	28.35	22.05	36.22	6.30	127
DK/NO ANSWER	0.00	33.33	0.00	33.33	33.33	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	21.00	33.50	16.00	28.00	1.50	200
SEVERAL TMS/YR	10.36	38.34	17.10	33.68	0.52	193
NEVER	10.87	32.29	15.32	37.07	4.45	607
AGGREGATE	12.80	33.70	15.80	34.60	3.10	1000

TABLE 22 - DROVE MORE OR LESS THAN 1982

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P42/FAMILY DROVE MORE/LESS THAN IN 1981

	MORE	LESS	THE SAME	UNSURE	TOTAL
STANDARD FED. ADMNSTRATV REGIONS					
I/NEW ENGLND STS	27.78	37.04	33.33	1.85	54
II/NW YRK/NW JRY	33.93	30.36	32.14	3.57	112
III/MID ATLANTIC	31.43	31.43	34.29	2.86	105
IV/SOUTH EAST	31.03	36.21	31.03	1.72	174
V/GREAT LAKES	28.57	36.95	33.99	0.49	203
VI/MID SOUTH	38.39	35.71	25.00	0.89	112
VII/PLAINS	37.74	33.96	28.30	0.00	53
VIII/NW PLAINS	21.88	50.00	25.00	3.13	32
IX/WEST COAST	34.71	36.36	26.45	2.48	121
X/NORTH WEST	44.12	41.18	14.71	0.00	34
RESPONDENT'S AGE					
18-24	52.99	26.87	18.66	1.49	134
25-44	35.79	37.89	25.47	0.84	475
45 AND OVER	21.48	36.06	39.64	2.81	391
RESPONDENT'S EDUCATION					
LT HIGH SCHOOL	22.32	43.75	30.36	3.57	112
HIGH SCHOOL GRAD	36.93	32.88	28.30	1.89	371
SOME COLLEGE	33.33	36.67	28.52	1.48	270
COLLEGE GRAD	29.55	35.22	34.41	0.81	247
RESPONDENT'S SEX					
MALE	32.06	34.07	31.86	2.00	499
FEMALE/HOME	28.81	38.27	31.28	1.65	243
FEMALE/EMPLOYED	36.82	36.43	25.58	1.16	258
PRIMARY SOURCE OF FAMILY INCOME/C					
SLF-EMPL/WHITE C	33.26	31.40	34.65	0.70	430
BLUE-COLLAR	34.98	40.33	23.87	0.82	243
NOT EMPLOYED	24.88	41.31	29.58	4.23	213
OTHER	38.60	31.58	27.19	2.63	114
AGGREGATE	32.50	35.70	30.10	1.70	1000

TABLE 22 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P42/FAMILY DROVE MORE/LESS THAN IN 1981

	MORE	LESS	THE SAME	UNSURE	TOTAL
USER CATAGORIES					
NOT APPLICABLE
FREQ USERS/CNFRM	34.41	34.08	29.90	1.61	311
SMTM USER/LIKELY	33.77	38.53	26.84	0.87	231
SMTM USER/UNLKLY	34.78	33.70	30.43	1.09	92
INFREQ USR/LIKLY	29.17	35.71	34.52	0.60	168
INFREQ USR/CNFRM	31.13	35.76	29.80	3.31	151
P65/WHERE DO YOU LIVE					
IN A BIG CITY	37.04	31.75	28.04	3.17	189
SUBURBS/BIG CITY	29.97	36.59	31.71	1.74	287
IN A SMALL CITY	31.25	40.63	27.68	0.45	224
TOWN/VILLAGE	34.12	35.29	29.41	1.18	170
IN THE COUNTRY	32.28	30.71	35.43	1.57	127
DK/NO ANSWER	0.00	66.67	0.00	33.33	3
FREQ-DRV-1 HR DRNKNG					
DAILY TO 1/MONTH	33.00	34.50	31.00	1.50	200
SEVERAL TMS/YR	33.68	33.68	32.64	0.00	193
NEVER	31.96	36.74	29.00	2.31	607
AGGREGATE	32.50	35.70	30.10	1.70	1000

TABLE 23 - CHANGED DRIVING HABITS IN PAST YEAR

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P44/DRIVING HABITS CHANGED IN THE LAST

	YES	UNSURE	TOTAL
STANDARD FED. ADMNSTRATV REGIONS			
I/NEW ENGLND STS	22.22	77.78	54
II/NW YRK/NW JRY	39.29	60.71	112
III/MID ATLANTIC	26.67	73.33	105
IV/SOUTH EAST	36.21	63.79	174
V/GREAT LAKES	26.11	73.89	203
VI/MID SOUTH	34.82	65.18	112
VII/PLAINS	28.30	71.70	53
VIII/NW PLAINS	25.00	75.00	32
IX/WEST COAST	25.62	74.38	121
X/NORTH WEST	26.47	73.53	34
RESPONDENT'S AGE			
18-24	46.27	53.73	134
25-44	30.95	69.05	475
45 AND OVER	23.79	76.21	391
RESPONDENT'S EDUCATION			
LT HIGH SCHOOL	30.36	69.64	112
HIGH SCHOOL GRAD	27.22	72.78	371
SOME COLLEGE	35.93	64.07	270
COLLEGE GRAD	28.34	71.66	247
RESPONDENT'S SEX			
MALE	29.86	70.14	499
FEMALE/HOME	30.86	69.14	243
FEMALE/EMPLOYED	30.23	69.77	258
PRIMARY SOURCE OF FAMILY INCOME/C			
SLF-EMPL/WHITE C	32.79	67.21	430
BLUE-COLLAR	27.57	72.43	243
NOT EMPLOYED	27.70	72.30	213
OTHER	30.70	69.30	114
AGGREGATE	30.20	69.80	1000

TABLE 23 (continued)

74

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P44/DRIVING HABITS CHANGED IN THE LAST

	YES	UNSURE	TOTAL
USER CATAGORIES			
NOT APPLICABLE			
FREQ USERS/CNFRM	30.23	69.77	311
SMTM USEP/LIKELY	31.17	68.83	231
SMTM USER/UNLKLY	28.26	71.74	92
INFREQ USR/LIKELY	33.93	66.07	168
INFREQ USR/CNFRM	27.81	72.19	151

P65/WHERE DO YOU LIVE

IN A BIG CITY	33.86	66.14	189
SUBURBS/BIG CITY	33.10	66.90	287
IN A SMALL CITY	30.36	69.64	224
TOWN/VILLAGE	24.71	75.29	170
IN THE COUNTRY	25.20	74.80	127
OK/NO ANSWER	33.33	66.67	3

FREQ-DRV-1 HR DRNKNG

DAILY TO 1/MONTH	30.50	69.50	200
SEVERAL TMS/YR	30.05	69.95	193
NEVER	30.15	69.85	607
AGGREGATE	30.20	69.80	1000

TABLE 24 - DROVE MORE/LESS THIS HOLIDAY SEASON

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P47/USE CAR MORE/LESS DURING HOLIDAY SE

	MORE	LESS	THE SAME	UNSURE	TOTAL
STANDARD FED. ADMNSTRATV REGIONS					
I/NEW ENGLND STS	16.67	22.22	55.56	5.56	54
II/NW YRK/NW JRY	15.18	25.00	50.89	8.93	112
III/MID ATLANTIC	17.14	30.48	49.52	2.86	105
IV/SOUTH EAST	14.94	32.18	47.70	5.17	174
V/GREAT LAKES	17.73	39.41	38.92	3.94	203
VI/MID SOUTH	21.43	36.61	38.39	3.57	112
VII/PLAINS	18.87	41.51	39.62	0.00	53
VIII/NW PLAINS	12.50	34.38	53.13	0.00	32
IX/WEST COAST	14.88	37.19	45.45	2.48	121
X/NORTH WEST	20.59	38.24	38.24	2.94	34
RESPONDENT'S AGE					
18-24	42.54	29.10	24.63	3.73	134
25-44	17.05	38.32	41.68	2.95	475
45 AND OVER	7.93	30.43	56.01	5.63	391
RESPONDENT'S EDUCATION					
LT HIGH SCHOOL	8.93	35.71	48.21	7.14	112
HIGH SCHOOL GRAD	17.52	33.96	44.47	4.04	371
SOME COLLEGE	19.26	34.81	42.22	3.70	270
COLLEGE GRAD	17.00	32.39	47.37	3.24	247
RESPONDENT'S SEX					
MALE	17.23	32.06	46.69	4.01	499
FEMALE/HOME	13.99	37.45	44.86	3.70	243
FEMALE/EMPLOYED	18.99	34.50	41.86	4.65	258
PRIMARY SOURCE OF FAMILY INCOME/C					
SLF-EMPL/WHITE C	17.91	32.79	46.28	3.02	430
BLUE-COLLAR	18.52	36.63	41.98	2.88	243
NOT EMPLOYED	10.80	33.80	47.89	7.51	213
OTHER	21.05	33.33	41.23	4.39	114
AGGREGATE	16.90	34.00	45.00	4.10	1000

TABLE 24 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P47/USE CAR MORE/LESS DURING HOLIDAY SE

	MORE	LESS	THE SAME	UNSURE	TOTAL
USER CATAGORIES					
NOT APPLICABLE
FREQ USERS/CNFRM	17.68	36.01	42.77	3.54	311
SMTM USER/LIKELY	15.58	38.10	44.16	2.16	231
SMTM USER/UNLKLY	21.74	30.43	46.74	1.09	92
INFREQ USR/LIKLY	16.67	29.17	47.02	7.14	168
INFREQ USR/CNFRM	17.22	29.80	47.02	5.96	151
P65/WHERE DO YOU LIVE					
IN A BIG CITY	18.52	38.10	39.15	4.23	189
SUBURBS/BIG CITY	14.98	32.40	47.04	5.57	287
IN A SMALL CITY	20.98	31.70	44.20	3.13	224
TOWN/VILLAGE	15.29	32.94	48.24	3.53	170
IN THE COUNTRY	14.17	36.22	47.24	2.36	127
DK/NO ANSWER	0.00	66.67	0.00	33.33	3
FREQ-DRV-1 HR DRNKNG					
DAILY TO 1/MONTH	23.50	33.50	41.50	1.50	200
SEVERAL TMS/YR	18.65	29.53	49.74	2.07	193
NEVER	14.17	35.58	44.65	5.60	607
AGGREGATE	16.90	34.00	45.00	4.10	1000

TABLE 25
CODES - WHY USE CAR MORE THIS HOLIDAY

And why did your family use your car more this holiday season than the previous one?

01. VISITING RELATIVES - we went to visit my sister more/my daughter lives out of state/we went to visit family/we visited relatives more/our family lives farther away/ (24%)
02. TOOK A TRIP - because we took a trip to Indiana/we took a trip to Georgia during the holidays/we traveled East for Christmas/went out of town/ (16%)
03. VISITING/VISITING FRIENDS - we did more visiting this holiday season/we went visiting with holiday guests/more people to see/we were visiting friends/some of our friends moved close enough to drive to/ (14%)
04. MORE PLACES TO GO - more places to go/there was more to do this year/we had more parties to attend/more to do/because we went out more to different places/ (8%)
05. JOB RELATED - I got a part-time job/I had to work/I have a new job and drive to Jersey City every weekend/I was further from my job last season/ (4%)
06. SHOPPING - more shopping trips/went shopping more/I had more shopping to do this holiday season/ (5%)
07. SCHOOL RELATED - I was in school and was driving back and forth/because I go to school/more college trips/ (2%)
08. MEDICAL RELATED - because I went to the doctor more/because my wife was hospitalized and I was going back and forth to see her/ (3%)
09. BETTER WEATHER - the weather was nicer so we went on more trips/the weather was better/ (2%)
10. MORE TIME/MONEY - more free time/we weren't as busy so we had time to go to more social outings/I was not working and I had more time for useless trips/my husband was off on weekends/I had more money/ (5%)
11. OUT-OF-TOWN GUESTS - we had out-of-town company and went out more/because we had out-of-town guests and we took them out showing them around/my sister was visiting and went to take her sightseeing/ (1%)
12. MORE/BETTER CARS - we had an additional car to use/better car/our car was working this season/we only had one car and now we have two, so we're both driving/ (4%)

TABLE 25 (continued)

- | | | |
|-----|--|-------|
| 13. | <u>MOVED</u> - we were in the process of moving to Idaho/I moved/
we moved during the holiday season/ | (2%) |
| 14. | <u>MORE DRIVERS</u> - more people could drive in the family/more
people driving/I had my license/ | (2%) |
| 15. | <u>MARITAL STATUS</u> - because I was single/change of marital
status/ | (1%) |
| 16. | <u>OTHER</u> | (5%) |
| 17. | <u>DON'T KNOW/NO ANSWER</u> | (2%) |
-

TABLE 26
CODES - WHY USE CAR LESS THIS HOLIDAY

And why did your family use your car less this holiday season than the previous one?

01. STAYED HOME - we didn't go any place/we stayed home this year/just didn't/I just don't go anywhere/family stayed home more this year/we just celebrate at home/ (21%)
02. OTHERS CAME HERE - company came over/everybody came to our house for the holidays/my mother came here instead of our going there/it was my turn to have everyone/rotating family Christmas/ (9%)
03. TOO EXPENSIVE - we were broke/cutting back to save money/money shortage/too expensive/the poor economic situation/less money to go places/ (7%)
04. STAYED LOCAL - we didn't go away on a trip/I stayed in the local area/didn't go out of town/we just went a block/we just stayed with neighbors/ (6%)
05. FAMILY ILLNESS/ACCIDENTS - I was in traction for 6 months/we were both sick/we had some colds/I broke my leg/Mom was ill/ (6%)
06. FAMILY CLOSER NOW - family a couple of miles away from home/our family was pretty close by/the family was a lot closer than before/most of our family has moved closer to us/ (3%)
07. LESS SOCIALIZING - we didn't go out as much/wasn't no one at home/I don't have as much demand socially/attend less social events/I didn't have anywhere to go/ (5%)
08. WORKED/LESS TIME - wife worked/my job changed and I put in more hours/had to work on the holidays/I have a business and cannot leave it/I didn't have time this year/ (6%)
09. CAR PROBLEMS/NO CAR - I did not have my car the previous year/the way my car uses up gas/I had an accident and we were without a vehicle for a short while/car trouble/ (2%)
10. TRAFFIC FEARS - too much holiday traffic/accidents increase during the holiday season/so many people on the road who have been drinking/traffic in Florida was bad/ (5%)
11. WEATHER CONDITIONS - we couldn't get out of town because of bad weather/I don't like to drive through the snow/weather conditions/there was a blizzard/ (4%)
12. GAS PRICES/PROBLEMS - because of the gas problem/the higher gas prices/gas prices too high/cost of gas/ (3%)

TABLE 26 (continued)

- | | | |
|-----|---|-------|
| 13. | <u>TOOK A PLANE/TRAIN/BUS</u> - we flew instead of drove to be with our family/I went on a plane/we rode the bus/went on a train/ | (2%) |
| 14. | <u>DIDN'T VISIT FAMILY/TOO FAR</u> - we didn't go to see my family/didn't go visiting any relatives/didn't make the usual visit to my parents/didn't go to my brother's house/away from my family and relatives/daughters are farther away/ | (3%) |
| 15. | <u>UNEMPLOYED</u> - lack of employment/I was unemployed this year/my husband was laid off/I quit work/ | (1%) |
| 16. | <u>ELDERLY/RETIRED</u> - too old to go anymore/we're retired/it's due to my age/ | (2%) |
| 17. | <u>CHANGED SHOPPING HABITS</u> - I didn't take long shopping trips/I shopped earlier/didn't drive around Christmas shopping as much/we have been shopping by mail/I don't shop with my wife anymore/do less shopping/ | (1%) |
| 18. | <u>OTHERS DROVE</u> - someone else drove/traveled with son and his family/a friend driving instead of myself/traveled with other people/ | (1%) |
| 19. | <u>NOT HOME</u> - we were out of state/stayed in New York all through the holidays/we were in California/I was overseas and didn't drive much/ | (1%) |
| 20. | <u>DEATH IN FAMILY</u> - my mother died/death in family/I was by myself due to my husband passing away/ | (1%) |
| 21. | <u>ALTERED LIFE STYLE</u> - married this year/I was pregnant/the baby was just born a week before Christmas/we moved/we relocated from the North to the South/ | (2%) |
| 22. | <u>OTHER</u> | (2%) |
| 23. | <u>DON'T KNOW/NO ANSWER</u> | (4%) |
-

These results may indicate that it is the non-drinking driver who is staying off the road at the high risk times rather than the drinking driver. In order to develop definitive trend data, these questions will have to be asked on a continuing basis. The data from this survey provide only the starting point.

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART

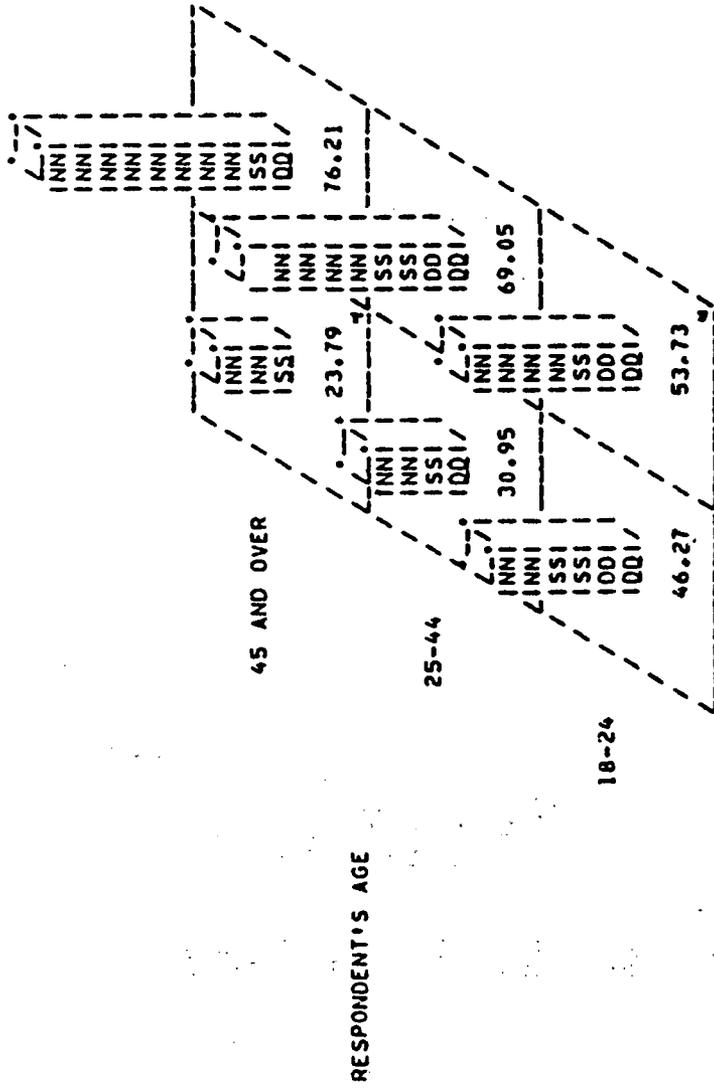


FIGURE 15 - AGE BY CHANGE DRIVING HABITS BY FREQUENCY DRINK/DRIVE

SYMBOL P23R YES UNSURE NEVER

DRIVING HABITS CHANGED IN THE LAST YEAR

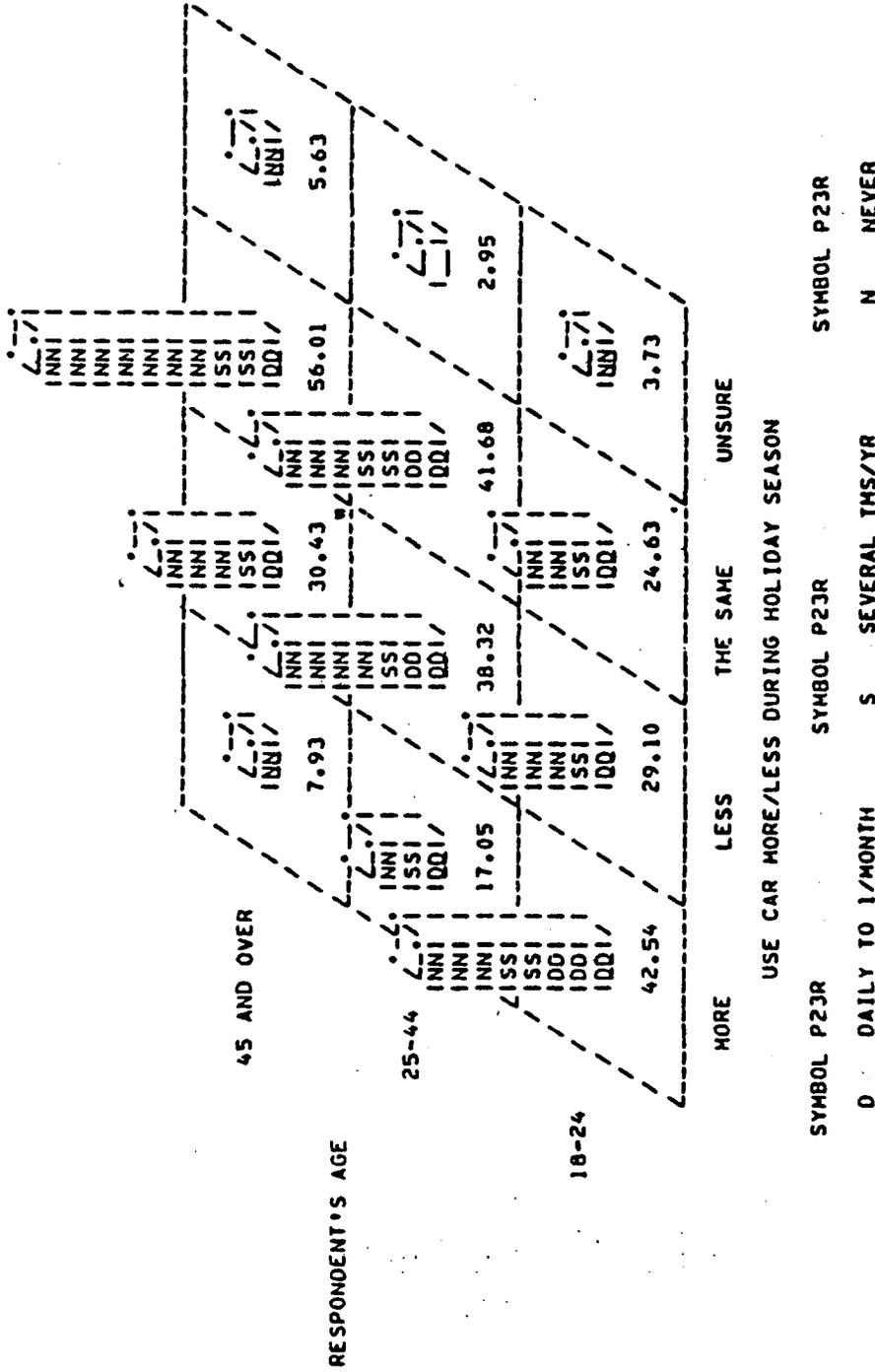
SYMBOL P23R N

0 DAILY TO 1/MONTH S SEVERAL TMS/YR NEVER

FIGURE 16 - AGE BY CAR USE HOLIDAYS BY FREQUENCY DRINK/DRIVE

TARRANCE & ASSC. - SAFETY BELT (HOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART



SYMBOL P23R D DAILY TO 1/MONTH S SEVERAL TMS/YR N NEVER

TARRANCE & ASSC. - SAFETY BELT (HOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART

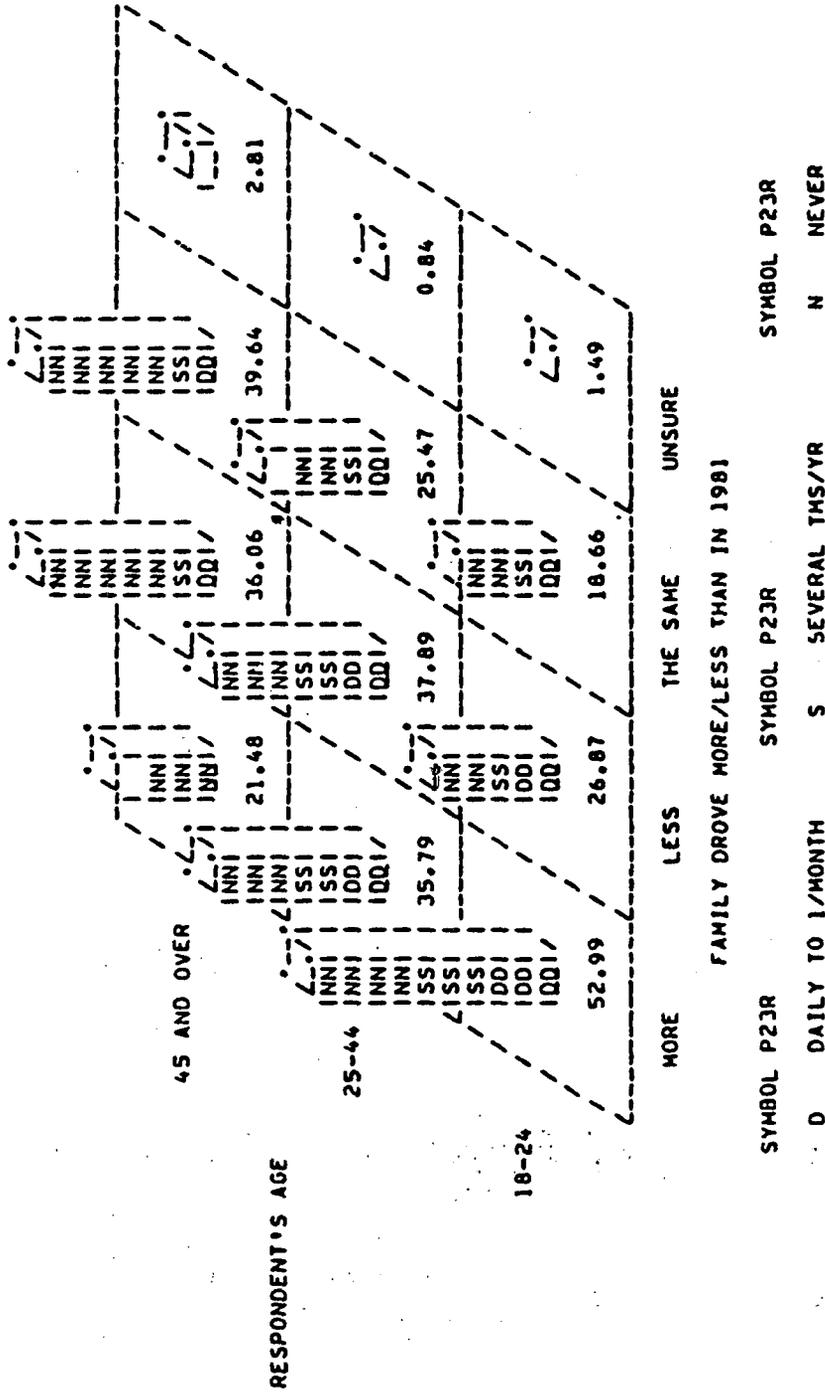
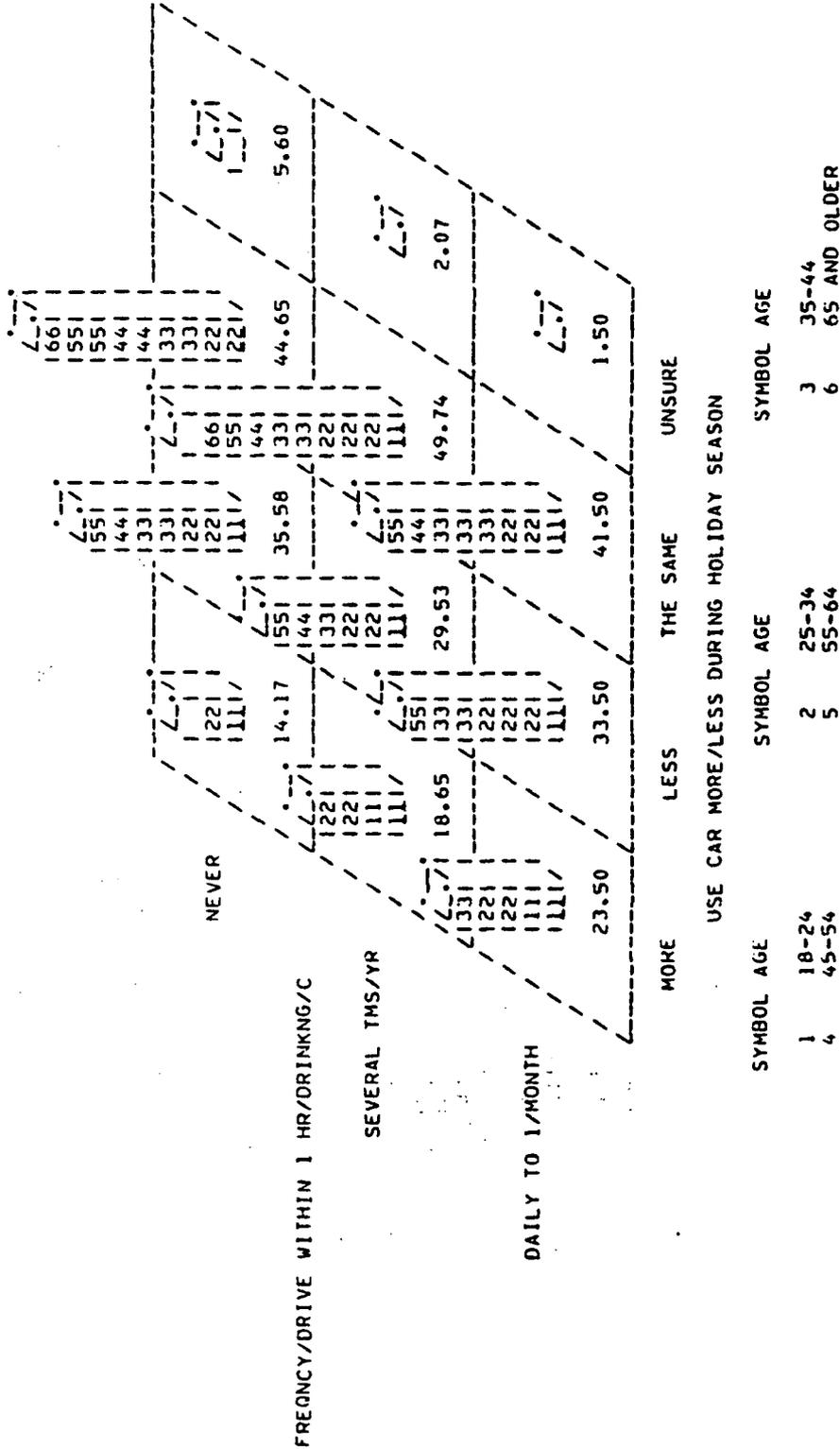


FIGURE 17 - AGE BY CAR USE VS. LAST YEAR BY FREQUENCY DRINK/DRIVE

FIGURE 18 - FREQUENCY DRINK/DRIVE BY CAR USE HOLIDAYS BY AGE

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART



SYMBOL AGE
 1 18-24
 4 45-54
 2 25-34
 5 55-64
 3 35-44
 6 65 AND OLDER

TABLE 27A

VERBATIMS - WHY DROVE MORE IN 1982

Question 43-1:

And why did your family drive more in 1982?

Geographic Region	Age	Education	Sex	User Categories
VI/ Mid South	45-54	College Graduate	Male	Frequent/ Confirmed
"Because in 1981 we lived in Korea and there weren't many places to drive."				
IX/ West Coast	25-34	Some College	Male	Frequent/ Confirmed
"My changes in business practices causes me to drive more."				
V/ Great Lakes	25-34	High School Graduate	Female/ Home	Infrequent/ Confirmed
"We took a family trip to areas we'd never been before...it was a family reunion."				
VIII/ N.W. Plains	65 & Over	College Graduate	Female/ Home	Frequent/ Confirmed
"My children have moved to different states and I go to visit them."				
IX/ West Coast	45-54	High School Graduate	Female/ Works	Sometime/ Likely
"My husband retired and we had more time to go places."				
VI/ Mid South	45-54	Less than High School	Male	Frequent/ Confirmed
"The lower gasoline prices...we took more drives after work because the gasoline prices were lower."				
IV/ South East	35-44	High School Graduate	Female/ Works	Infrequent/ Likely
"My daughter got her license so we have another driver in the family."				

TABLE 27A (continued)

Question 43-1 continued:

Geographic Region	Age	Education	Sex	User Categories
V/ Great Lakes	18-24	Some College	Male	Sometime/ Likely
"I'm in school so I live several miles away from my family and we like to keep together and visit each other."				
X/ North West	45-54	High School Graduate	Female/ Home	Infrequent/ Confirmed
"We bought a motor home and my husband retired and we're seeing the United States."				
IV/ South East	25-34	High School Graduate	Female/ Home	Sometime/ Unlikely
"We vacationed more...we moved to where we are now and my husband was home more so we were on the go more."				

TABLE 27B

VERBATIMS - WHY DROVE LESS IN 1982

Question 43-2:

And why did your family drive less in 1982?

Geographic Region	Age	Education	Sex	User Categories
III/ Mid Atlantic	25-34	High School Graduate	Male	Infrequent/ Confirmed
"Gas prices...the economy...there wasn't that many places we could afford to go."				
III/ Mid Atlantic	65 & Over	Less than High School	Male	Sometime/ Likely
"Because I retired in October of 1981 so I don't have to drive back and forth to work anymore."				
IV/ South East	65 & Over	High School Graduate	Male	Sometime/ Likely
"Used to take wife farther for dialysis treatment but now only take her a short distance."				
IV/ South East	35-44	Some College	Male	Infrequent/ Likely
"We both had jobs and were working and didn't have time to take a trip last year."				
VIII/ N.W. Plains	65 & Over	Some College	Female/ Home	Sometime/ Likely
"I go on the train a lot now...I don't like to drive long distances now that I'm retired."				
VII/ Plains	18-24	High School Graduate	Male	Infrequent/ Confirmed
"I was transferred closer to home on my job."				
IV/ South East	45-54	High School Graduate	Female/ Home	Sometime/ Likely
"I have a different type of car now and I'm afraid to take it on long trips."				

TABLE 27B (continued)

Question 43-2 continued:

Geographic Region	Age	Education	Sex	User Categories
II/New York/ New Jersey	45-54	Less than High School	Female/ Home	Infrequent/ Likely

"Because we usually drive around on our snow mobile but since it didn't snow much we couldn't ride in it very much."

V/ Great Lakes	65 & Over	High School Graduate	Female/ Home	Infrequent/ Confirmed
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"Our circumstances were different then...we had a resort place quite a ways from our home...we've bought one closer now."

II/New York/ New Jersey	25-34	Some College	Female/ Works	Frequent/ Confirmed
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"Because in 1981 I was pregnant and we had to go to the hospital every week."

TABLE 28A

VERBATIMS - WHY DROVE MORE THIS HOLIDAY

Question 48-1:

And why did your family use your car more this holiday season than the previous one?

Geographic Region	Age	Education	Sex	User Categories
IV/ South East	25-34	College Graduate	Male	Frequent/ Confirmed
"Had relatives that had moved a great distance."				
V/ Great Lakes	18-24	High School Graduate	Female/ Works	Infrequent/ Confirmed
"Visited people this year instead of them visiting us."				
IV/ South East	18-24	High School Graduate	Male	Frequent/ Confirmed
"Because I had a different job and had to use the car more."				
I/New England States	18-24	High School Graduate	Male	Frequent/ Confirmed
"Christmas shopping made us do more driving...we finally had a little bit of extra money."				
IV/ South East	18-24	Some College	Male	Frequent/ Confirmed
"I live in New York and go to school in Louisiana...I drove back and forth a few times."				
III/ Mid Atlantic	35-44	High School Graduate	Female/ Home	Frequent/ Confirmed
"We went more because the weather was better."				

TABLE 28A (continued)

Question 48-1 continued:

Geographic Region	Age	Education	Sex	User Categories
X North West	35-44	High School Graduate	Female/ Works	Frequent/ Confirmed

"I was not working and I had more time for useless trips."

V/ Great Lakes	25-34	High School Graduate	Female/ Works	Sometime/ Likely
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"We only had one car and now we have two so we're both driving."

TABLE 28B

VERBATIMS - WHY DROVE LESS THIS HOLIDAY

Question 48-2:

And why did your family use your car less this holiday season than the previous one?

Geographic Region	Age	Education	Sex	User Categories
V/ Great Lakes	25-34	High School Graduate	Male	Sometime/ Unlikely
"It was my turn to have everyone over here for the holiday so we didn't go out."				
VIII/ N.W. Plains	35-44	High School Graduate	Female/ Home	Sometime/ Likely
"We all had to work more so we didn't have the time or the opportunity to this year."				
IV/ South East	18-24	Less than High School	Male	Sometime/ Likely
"I don't like being on the roads and highways during holidays and at high traffic times."				
VI/ Mid. South	65 & Over	College Graduate	Male	Sometime/ Unlikely
"We didn't want to drive on the highway with all those drunks."				
V/ Great Lakes	55-64	Some College	Male	Sometime/ Unlikely
"Because it was winter time and I don't like to drive through the snow."				
III/ Mid Atlantic	25-34	College Graduate	Female/ Works	Frequent/ Confirmed
"Lack of employment and thereby less money and less social engagements."				

TABLE 28B (continued)

Question 48-2 continued:

Geographic Region	Age	Education	Sex	User Categories
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V/ Great Lakes	35-44	Some College	Male	Infrequent/ Confirmed
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"I'm in maintenance so when most people are off, such as during holidays, I'm working."

IV/ South East	35-44	Some College	Male	Infrequent/ Likely
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"I wanted to stay closer to my family this year...my son was away in the Navy."

VI/ Mid South	35-44	Some College	Male	Infrequent/ Likely
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"I was on the road all the time in 1982 and during the holidays I stayed home."

PERCEPTION OF RISK AS AN ISSUE IN THE USE
OF SAFETY BELTS AND DRIVING AFTER DRINKING

There are two themes which are very prevalent when the topic of perception of risk in driving is addressed in a focus group. These are control and danger. In fact, for many respondents, the danger is the major component of risk.

A number of questions were asked to get at the issue of perception of risk and its utility as a motivator to either increase the use of belts and/or reduce the prevalence of DWI. For purposes of this discussion, these questions will be lumped into two groups -- Control and Risk.

Risk

Table 29 presents the data for the question "People are more likely to put their seat belts on if they think that driving conditions are more dangerous than usual". In general, about 78% of the general population agrees with this statement. There are, however, a few demographic groupings which do not fall into the general population trend. They are the less than high school groups and the infrequent wearers, both of which are well below the general population. The "sometimes users unlikely" are well above the general population. This suggests that their reason for using the belt may, in a large part, be based on a perception of risk or danger. When the general population is broken into the three alcohol groups, no differences appear.

Another question which approaches the issue in a different way is:

"Mr. Cooper does not wear seat belts because he thinks he is a good driver and won't be in an accident."

"Mr. Lewis wears his seat belts because he isn't sure about the other drivers and just doesn't like to take chances."

TABLE 29 - DEMOGRAPHICS BY WEAR BELTS WHEN CONDITIONS DANGEROUS

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P10/WEAR BELTS IF DRVNG CNDTNS ARE DANG

	AGREE/ST RONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRONGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	51.85	18.52	7.41	7.41	14.81	54
II/NW YRK/NW JRY	47.32	29.46	6.25	12.50	4.46	112
III/MID ATLANTIC	53.33	20.00	6.67	11.43	8.57	105
IV/SOUTH EAST	52.30	24.71	9.20	8.62	5.17	174
V/GREAT LAKES	52.71	25.62	4.43	9.85	7.39	203
VI/MID SOUTH	48.21	31.25	7.14	5.36	8.04	112
VII/PLAINS	54.72	26.42	1.89	3.77	13.21	53
VIII/NW PLAINS	59.38	31.25	0.00	3.13	6.25	32
IX/WEST COAST	51.24	29.75	3.31	9.92	5.79	121
X/NORTH WEST	41.18	38.24	2.94	11.76	5.88	34
RESPONDENT'S AGE						
18-24	51.49	26.12	2.99	11.94	7.46	134
25-44	52.21	28.00	4.42	8.00	7.37	475
45 AND OVER	50.13	25.32	8.18	9.21	7.16	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	44.64	23.21	16.07	7.14	8.93	112
HIGH SCHOOL GRAD	52.02	26.68	5.66	7.28	8.36	371
SOME COLLEGE	53.70	24.44	3.33	12.22	6.30	270
COLLEGE GRAD	50.61	30.77	3.64	8.91	6.07	247
RESPONDENT'S SEX						
MALE	48.10	27.05	6.41	10.62	7.82	499
FEMALE/HOME	56.38	27.98	3.29	5.35	7.00	243
FEMALE/EMPLOYED	52.71	24.81	6.59	9.30	6.59	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	53.72	27.91	4.88	7.67	5.81	430
BLUE-COLLAR	51.44	23.87	4.53	12.35	7.82	243
NOT EMPLOYED	46.01	27.70	7.98	8.92	9.39	213
OTHER	51.75	26.32	7.02	7.02	7.89	114
AGGREGATE	51.30	26.70	5.70	9.00	7.30	1000

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P10/WEAR BELTS IF DRVNG CNDTNS ARE DANG

	AGREE/ST RONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRONGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	50.80	28.62	4.18	7.40	9.00	311
SMTM USER/LIKELY	61.90	22.94	2.60	6.49	6.06	231
SMTM USER/UNLKLY	67.39	22.83	0.00	6.52	3.26	92
INFREQ USR/LIKLY	45.83	25.60	7.14	14.88	6.55	168
INFREQ USR/CNFRM	37.09	30.46	12.58	10.60	9.27	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	48.15	26.98	5.82	8.99	10.05	189
SUBURBS/BIG CITY	52.26	26.48	5.92	10.45	4.88	287
IN A SMALL CITY	53.57	25.45	3.57	8.93	8.48	224
TOWN/VILLAGE	49.41	28.24	7.06	8.82	6.47	170
IN THE COUNTRY	53.54	26.77	7.09	4.72	7.87	127
DK/NO ANSWER	0.00	33.33	0.00	66.67	0.00	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	51.50	31.00	4.50	8.00	5.00	200
SEVERAL TMS/YR	52.33	24.87	3.63	13.99	5.18	193
NEVER	50.91	25.86	6.75	7.74	8.73	607
AGGREGATE	51.30	26.70	5.70	9.00	7.30	1000

The impressive aspect of this data (see Table 30) is how the five SRU groups broke out. This item may be the best item for differentiating the groups and may well pinpoint one of the major factors that differentiates wearers from non-wearers in the area of risk.

In the alcohol area, the issue of risk was addressed in a slightly different manner and two related questions were asked. The first was:

"Think for a moment about a situation in which you drive within one hour of having had too much to drink. In your own estimation, if you did this 100 times, how many times would you be caught and punished?"

The second question was:

"How high would the number have to be in order for you to decide not to drive after having had too much to drink?"

In each case, the exact number given by the respondent was recorded. Table 31, column I presents the data for the first question and column II for the second question. For both questions, the "don't know" response was about the same (e.g., 15-16%). In terms of getting caught, about 50% of the respondents thought their chance of getting caught would be less than 6%. When asked how high the percentage of getting caught would have to be to stop them from driving after drinking, over 50% said 1% or 1 out of 100. Clearly, these data are in conflict in that the reported risk factor for stopping of 1% is less than the perceived risk of getting caught, which is 6%. In reality, the best estimate of the probability of getting caught is 1 in 2000, which is significantly less than 1%.

In terms of the perception of risk in getting apprehended while driving under the influence and its influence as a motivator to stop people from driving while under the influence further clarification is needed.

TABLE 30 - DEMOGRAPHICS BY GOOD DRIVER/UNSURE OTHER DRIVERS

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P17/GOOD DRIVER VS. UNSURE OF OTHER DRI

	MR COOPR /STRNGLY	MR COOPE R	UNSURE	MR LEWIS	MR LEWIS /STRNGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	12.96	11.11	5.56	22.22	48.15	54
II/NW YRK/NW JRY	13.39	7.14	5.36	13.39	60.71	112
III/MID ATLANTIC	8.57	7.62	4.76	19.05	60.00	105
IV/SOUTH EAST	8.62	5.17	7.47	15.52	63.22	174
V/GREAT LAKES	5.42	3.94	8.37	13.79	68.47	203
VI/MID SOUTH	8.93	12.50	7.14	14.29	57.14	112
VII/PLAINS	5.66	11.32	7.55	15.09	60.38	53
VIII/NW PLAINS	6.25	9.38	3.13	12.50	68.75	32
IX/WEST COAST	4.13	6.61	4.13	19.83	65.29	121
X/NORTH WEST	0.00	5.88	5.88	11.76	76.47	34
RESPONDENT'S AGE						
18-24	11.19	6.72	2.24	18.66	61.19	134
25-44	7.58	7.79	7.58	15.16	61.89	475
45 AND OVER	6.65	6.65	6.39	15.60	64.71	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	10.71	7.14	11.61	11.61	58.93	112
HIGH SCHOOL GRAD	8.36	8.63	5.93	16.44	60.65	371
SOME COLLEGE	5.56	6.67	6.67	17.04	64.07	270
COLLEGE GRAD	7.69	5.67	4.45	15.38	66.80	247
RESPONDENT'S SEX						
MALE	10.42	8.22	7.82	16.03	57.52	499
FEMALE/HOME	6.17	4.94	4.12	15.23	69.55	243
FEMALE/EMPLOYED	3.88	7.36	5.81	15.89	67.05	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	8.14	6.28	4.88	16.51	64.19	430
BLUE-COLLAR	6.58	10.29	8.64	15.23	59.26	243
NOT EMPLOYED	7.98	4.69	4.69	17.37	65.26	213
OTHER	7.89	8.77	10.53	11.40	61.40	114
AGGREGATE	7.70	7.20	6.40	15.80	62.90	1000

TARPANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P17/GOOD DRIVER VS. UNSURE OF OTHER DRI

	MR COOPR /STPNGLY	MR COOPE R	UNSURE	MR LEWIS	MR LEWIS /STRNGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	1.93	1.61	0.00	10.29	86.17	311
SMTM USER/LIKELY	5.19	5.19	3.46	17.32	68.83	231
SMTM USER/UNLKLY	5.43	5.43	6.52	15.22	67.39	92
INFREQ USR/LIKLY	10.71	12.50	8.93	20.24	47.62	168
INFREQ USR/CNFRM	21.19	17.88	16.56	15.89	28.48	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	9.52	7.41	6.35	14.81	61.90	189
SUBURBS/BIG CITY	7.32	5.92	6.27	18.82	61.67	287
IN A SMALL CITY	5.80	5.80	4.91	15.63	67.86	224
TOWN/VILLAGE	8.82	8.82	5.88	14.12	62.35	170
IN THE COUNTRY	7.87	9.45	10.24	12.60	59.84	127
DK/NO ANSWER	0.00	33.33	0.00	33.33	33.33	33
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	10.50	9.50	6.00	16.50	57.50	200
SEVERAL TMS/YR	7.25	6.22	4.66	14.51	67.36	193
NEVER	6.92	6.75	7.08	15.98	63.26	607
AGGREGATE	7.70	7.20	6.40	15.80	62.90	1000

TABLE 31

RISK OF PUNISHMENT: DRIVING AND DRINKING

<u>ACTUAL RESPONSE</u>	<u>NUMBER OF TIMES CAUGHT/ 100 TIMES DRINKING/DRIVING</u>	<u>NUMBER OF TIMES CAUGHT/ STOP DRINKING/DRIVING</u>
	%	%
0	20	6
1	16	48
2	9	4
3	3	5
4	1	2
5	6	3
6	-	3
7	*	-
8	-	*
9	*	*
10	8	4
12	*	*
15	1	1
18	*	-
20	2	1
25	3	1
30	1	1
33	1	-
35	-	*
40	1	*
45	-	*
50	9	4
51	-	*
55	-	*
70	1	-
80	-	1
90	-	*
95	*	-
99	1	*
100	4	2
Don't Know/No Answer	16	15

* = Less than 1%.

Control

Four items that were included in the survey that can be included in this category:

1. "People think they won't be in an accident because they are safe drivers in control of their car."
2. "Mr. Thompson feels he has much less control over himself and his car when he drives with his seat belts on."

"Mr. Evans feels he has much more control over himself and his car when he drives with his seat belts on."
3. "How much control do you feel you have in preventing your own involvement in automobile accidents?"
4. "If you were involved in an auto accident, what do you feel would be the most likely cause? Would it be...
 1. Your own driving error
 2. A drunk driver
 3. Someone else's driving error
 4. A mechanical defect in the car
 5. Unavoidable bad luck
 6. Poor road conditions
 7. Poor weather conditions

Tables 32 through 35 present the data for each of these questions. The question which compares Mr. Thompson's and Mr. Evans' attitudes shows a response set that clearly differentiates between the five user groups. The other three questions do not show any demonstrative differences between groups. The reason for this may be that the other three questions are more general in nature, and do not refer to safety belts.

TABLE 32 - DEMOGRAPHICS BY NO ACCIDENTS/IN CONTROL

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P9/PPL E WON'T HAVE ACCDNTS/IN CNTRL OF

	AGREE/ST PONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRNGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	24.07	18.52	0.00	14.81	42.59	54
II/NW YRK/NW JRY	17.86	16.07	2.68	27.68	35.71	112
III/MID ATLANTIC	21.90	15.24	1.90	20.95	40.00	105
IV/SOUTH EAST	16.09	17.82	3.45	21.26	41.38	174
V/GREAT LAKES	18.23	18.72	2.96	18.23	41.87	203
VI/MID SOUTH	18.75	11.61	0.89	21.43	47.32	112
VII/PLAINS	16.98	13.21	3.77	15.09	50.94	53
VIII/NW PLAINS	21.88	15.63	3.13	25.00	34.38	32
IX/WEST COAST	23.97	15.70	1.65	21.49	37.19	121
X/NORTH WEST	11.76	23.53	2.94	17.65	44.12	34
RESPONDENT'S AGE						
18-24	18.66	17.91	0.75	23.88	38.81	134
25-44	21.05	19.37	1.89	19.16	38.53	475
45 AND OVER	16.88	12.53	3.58	21.48	45.52	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	12.50	16.07	5.36	15.18	50.89	112
HIGH SCHOOL GRAD	18.33	13.75	1.62	22.10	44.20	371
SOME COLLEGE	20.37	16.67	1.85	20.74	40.37	270
COLLEGE GRAD	21.86	20.65	2.83	21.05	33.60	247
RESPONDENT'S SEX						
MALE	17.84	20.84	2.20	21.04	38.08	499
FEMALE/HOME	16.05	11.93	4.12	20.58	47.33	243
FEMALE/EMPLOYED	24.42	12.40	1.16	20.16	41.86	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	21.86	16.74	2.09	22.09	37.21	430
BLUE-COLLAR	17.70	15.23	2.47	19.75	44.86	243
NOT EMPLOYED	15.96	13.62	2.82	20.66	46.95	213
OTHER	17.54	23.68	2.63	17.54	38.60	114
AGGREGATE	19.10	16.50	2.40	20.70	41.30	1000

TABLE 32 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

	P9/PPLE WON'T HAVE ACCDNTS/IN CNTRL OF					
	AGREE/ST RONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRONGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	17.68	14.79	2.25	26.69	38.59	311
SMTM USER/LIKELY	21.65	12.99	1.73	17.32	46.32	231
SMTM USER/UNLKLY	20.65	20.65	3.26	11.96	43.48	92
INFREQ USR/LIKLY	19.05	14.29	2.38	20.83	43.45	168
INFREQ USR/CNFRM	20.53	23.18	3.31	17.22	35.76	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	19.05	12.17	3.70	23.28	41.80	189
SUBURBS/BIG CITY	17.07	21.95	2.44	20.56	37.98	287
IN A SMALL CITY	21.43	9.82	2.68	19.64	46.43	224
TOWN/VILLAGE	18.82	18.24	1.18	23.53	38.24	170
IN THE COUNTRY	20.47	19.69	1.57	14.96	43.31	127
DK/NO ANSWER	0.00	33.33	0.00	33.33	33.33	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	20.50	18.00	2.50	21.00	38.00	200
SEVERAL TMS/YR	22.28	19.69	1.55	17.62	38.86	193
NEVER	17.63	14.99	2.64	21.58	43.16	607
AGGREGATE	19.10	16.50	2.40	20.70	41.30	1000

TABLE 33 - DEMOGRAPHICS BY EFFECT OF BELT ON CONTROL OF CAR
TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P18/BELTS/LESS CONTROL OF CAR VS. MORE

	THOMPSON MR THOMP /STRNGLY	SON	UNSURE MR	EVANS MR EVANS /STRNGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS					
I/NEW ENGLND STS	9.26	9.26	14.81	24.07	54
II/NW YRK/NW JRY	14.29	8.93	13.39	18.75	112
III/MID ATLANTIC	15.24	9.52	10.48	21.90	105
IV/SOUTH EAST	13.79	10.34	16.09	15.52	174
V/GREAT LAKES	11.82	6.40	19.70	15.27	203
VI/MID SOUTH	9.82	14.29	14.29	16.07	112
VII/PLAINS	15.09	7.55	13.21	16.98	53
VIII/NW PLAINS	3.13	3.13	6.25	28.13	32
IX/WEST COAST	7.44	7.44	14.05	26.45	121
X/NORTH WEST	5.88	8.82	5.88	20.59	34
RESPONDENT'S AGE					
18-24	12.69	15.67	8.21	18.66	134
25-44	10.53	8.84	14.74	20.42	475
45 AND OVER	12.53	6.65	16.62	17.39	391
RESPONDENT'S EDUCATION					
LT HIGH SCHOOL	21.43	7.14	19.64	12.50	112
HIGH SCHOOL GRAD	12.94	11.86	13.48	14.29	371
SOME COLLEGE	10.37	9.26	12.96	24.81	270
COLLEGE GRAD	6.48	4.86	15.79	22.67	247
RESPONDENT'S SEX					
MALE	14.43	10.42	15.63	19.24	499
FEMALE/HOME	10.29	5.76	13.58	17.28	243
FEMALE/EMPLOYED	7.36	8.91	13.57	20.16	258
PRIMARY SOURCE OF FAMILY INCOME/C					
SLF-EMPL/WHITE C	10.00	8.14	13.95	21.63	430
BLUE-COLLAR	14.81	8.64	16.05	14.81	243
NOT EMPLOYED	12.68	9.39	13.62	16.90	213
OTHER	8.77	11.40	15.79	21.93	114
AGGREGATE	11.60	8.90	14.60	19.00	1000

TABLE 33 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P18/BELTS/LESS CONTROL OF CAR VS. MORE

	THOMPSON /STRNGLY	MR THOMP SON	UNSURE	MR EVANS	MR EVANS /STRNGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	2.57	3.22	7.40	20.90	65.92	311
SMTM USER/LIKELY	6.93	7.79	13.85	19.48	51.95	231
SMTM USER/UNLKLY	9.78	8.70	13.04	18.48	50.00	92
INFREQ USR/LIKLY	17.26	16.07	21.43	16.67	28.57	168
INFREQ USR/CNFRM	31.79	13.25	19.87	15.23	19.87	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	13.76	6.88	14.81	20.11	44.44	189
SUBURBS/BIG CITY	8.01	10.45	13.59	22.65	45.30	287
IN A SMALL CITY	9.38	5.80	11.61	19.64	53.57	224
TOWN/VILLAGE	13.53	10.59	16.47	18.24	41.18	170
IN THE COUNTRY	18.11	11.02	18.90	8.66	43.31	127
DK/NO ANSWER	0.00	33.33	33.33	33.33	0.00	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	13.50	12.50	13.00	19.50	41.50	200
SEVERAL TMS/YR	7.25	7.25	15.54	25.91	44.04	193
NEVER	12.36	8.24	14.83	16.64	47.94	607
AGGREGATE	11.60	8.90	14.60	19.00	45.90	1000

TABLE 34 - DEMOGRAPHICS BY IN CONTROL/CAN PREVENT ACCIDENTS

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P19/HOW MUCH CONTROL/PREVENT INVLMNT/A

	ALMST TO A LOT OF TL CNTRL	SOME CON CONTROL	VRV LITT TROL LE CNTRL	UNSURE	TOTAL
--	-------------------------------	---------------------	---------------------------	--------	-------

STANDARD FED. ADMNSTRATV REGIONS

I/NEW ENGLND STS	11.11	46.30	33.33	9.26	0.00	54
II/NW YRK/NW JRY	16.96	41.96	33.93	4.46	2.68	112
III/MID ATLANTIC	12.38	44.76	36.19	3.81	2.86	105
IV/SOUTH EAST	16.67	40.23	32.76	4.60	5.75	174
V/GREAT LAKES	14.78	38.92	38.92	5.91	1.48	203
VI/MID SOUTH	16.07	42.86	35.71	5.36	0.00	112
VII/PLAINS	11.32	47.17	37.74	3.77	0.00	53
VIII/NW PLAINS	3.13	43.75	50.00	3.13	0.00	32
IX/WEST COAST	11.57	51.24	31.40	4.13	1.65	121
X/NORTH WEST	5.88	50.00	41.18	2.94	0.00	34

RESPONDENT'S AGE

18-24	15.67	38.81	38.06	5.22	2.24	134
25-44	11.37	43.58	39.16	4.84	1.05	475
45 AND OVER	16.11	44.76	30.95	4.86	3.32	391

RESPONDENT'S EDUCATION

LT HIGH SCHOOL	25.00	33.04	29.46	8.04	4.46	112
HIGH SCHOOL GRAD	16.17	41.24	34.77	5.66	2.16	371
SOME COLLEGE	11.85	43.70	37.78	4.07	2.59	270
COLLEGE GRAD	7.29	51.01	38.06	3.24	0.40	247

RESPONDENT'S SEX

MALE	15.83	48.10	29.86	4.81	1.40	499
FEMALE/HOME	13.17	39.51	37.45	5.76	4.12	243
FEMALE/EMPLOYED	10.47	37.98	45.74	4.26	1.55	258

PRIMARY SOURCE OF FAMILY INCOME/C

SLF-EMPL/WHITE C	9.30	46.51	37.21	5.58	1.40	430
BLUE-COLLAR	16.05	44.86	34.98	3.29	0.82	243
NOT EMPLOYED	18.78	37.09	33.33	5.63	5.16	213
OTHER	16.67	40.35	36.84	4.39	1.75	114
AGGREGATE	13.80	43.40	35.80	4.90	2.10	1000

TABLE 34 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P19/HOW MUCH CONTROL/PREVENT INVLMNT/A

	ALMST TO TL CNTRL	A LOT OF CONTROL	SOME CON TROL	VRV LITT LE CNTRL	UNSURE	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	14.47	47.59	33.76	2.89	1.29	311
SMTM USER/LIKELY	10.82	46.75	34.20	5.19	3.03	231
SMTM USER/UNLKLY	16.30	39.13	38.04	5.43	1.09	92
INFREQ USR/LIKLY	15.48	38.10	38.69	5.36	2.38	168
INFREQ USR/CNFRM	14.57	41.72	35.76	6.62	1.32	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	12.17	46.03	33.86	4.76	3.17	189
SUBURBS/BIG CITY	13.59	42.51	37.28	5.23	1.39	287
IN A SMALL CITY	13.84	42.86	37.05	4.02	2.23	224
TOWN/VILLAGE	14.71	42.94	36.47	4.71	1.18	170
IN THE COUNTRY	14.96	44.09	32.28	6.30	2.36	127
DK/NO ANSWER	33.33	0.00	33.33	0.00	33.33	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	14.50	42.00	37.00	5.50	1.00	200
SEVEPAL TMS/YR	8.81	49.74	38.34	2.59	0.52	193
NEVER	15.16	41.85	34.60	5.44	2.97	607
AGGREGATE	13.80	43.40	35.80	4.90	2.10	1000

TABLE 35 - DEMOGRAPHICS BY PERCEIVED CAUSE OF ACCIDENT

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P20/MOST LIKELY TO CAUSE AUTO ACCIDENT

	OWN DRIV NG ERROR	A DRUNK DRIVER	OTHR VNG ERR	DR MECHANIC L DEFECT	UNAVDBL BAD LUCK	POOR ROA D CNOTNS	POOR WEA THER	OK/NO AN SWER	TOTAL
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STANDARD FED. ADMINSTRATV REGIONS

I/NEW ENGLND STS	12.95	22.22	29.53	3.70	14.81	3.70	11.11	1.85	54
II/NW YPK/NW JRY	2.68	20.54	43.75	0.00	8.93	5.36	13.39	5.36	112
III/MID ATLANTIC	6.67	15.10	40.00	0.95	3.81	8.57	17.14	4.76	105
IV/SOUTH EAST	5.75	27.01	37.36	6.32	7.47	3.45	9.20	3.45	174
V/GREAT LAKES	3.94	19.70	40.39	1.48	5.91	7.39	16.75	4.43	203
VI/MID SOUTH	8.93	21.43	40.18	2.68	5.36	4.46	11.61	5.36	112
VII/PLAINS	5.66	9.43	37.74	7.55	9.43	7.55	18.87	3.77	53
VIII/NW PLAINS	3.13	19.75	28.13	0.00	3.13	9.38	34.38	3.13	32
IX/WEST COAST	5.79	23.14	49.59	0.83	9.09	2.48	7.44	1.65	121
X/NORTH WEST	2.94	14.71	50.00	2.94	5.88	5.88	8.82	8.82	34

RESPONDENT'S AGE

18-24	6.72	17.91	35.82	2.24	14.93	6.72	14.18	1.49	134
25-44	5.89	15.84	46.32	2.95	6.53	5.89	11.79	3.79	475
45 AND OVER	5.12	25.85	35.04	2.30	5.37	4.60	15.35	5.37	391

RESPONDENT'S EDUCATION

LT HIGH SCHOOL	6.25	28.57	21.43	3.57	8.04	7.14	21.43	3.57	112
HIGH SCHOOL GRAD	3.77	20.22	37.74	3.23	8.63	5.93	16.17	4.31	371
SOME COLLEGE	5.93	20.74	45.56	2.96	9.26	3.70	8.52	3.33	270
COLLEGE GRAD	8.10	12.62	47.77	0.81	2.43	6.07	11.34	4.86	247

RESPONDENT'S SEX

MALE	6.01	19.84	43.89	3.41	7.01	5.21	12.42	2.20	499
FEMALE/HOME	5.35	24.28	37.04	1.23	4.53	5.76	16.05	5.76	243
FEMALE/EMPLOYED	5.43	19.77	37.21	2.33	10.08	5.81	13.18	6.20	258

PRIMARY SOURCE OF FAMILY INCOME/C

SLF-EMPL/WHITE C	6.28	18.37	48.14	1.16	7.44	4.65	9.07	4.88	430
BLUE-COLLAR	5.35	20.58	36.21	3.70	9.05	7.41	14.40	3.29	243
NOT EMPLOYED	5.16	25.35	32.39	3.76	6.10	3.76	20.19	3.29	213
OTHER	5.26	22.81	35.96	3.51	4.39	7.89	15.79	4.39	114
AGGREGATE	5.70	20.90	40.50	2.60	7.20	5.50	13.50	4.10	1000

TABLE 35 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P20/MOST LIKELY TO CAUSE AUTO ACCIDENT

	OWN DRIV NG ERROR	A DRUNK DRIVER	OTHR VNG EPR	DR L DEFECT	MECHANIC UNAVOBL BAD LUCK	POOR ROA D CNDTNS	POOR WEA THER	DK/NO AN SWER	TOTAL
USER CATEGORIES									
NOT APPLICABLE									
FREQ USERS/CONFIRM	6.75	24.44	43.73	1.93	6.75	3.54	9.32	3.54	311
SMTH USER/LIKELY	3.46	19.91	43.29	2.16	7.36	6.49	13.42	3.90	231
SMTH USER/UNLKLY	3.26	18.48	41.30	2.17	6.52	4.35	18.48	5.43	92
INFREQ USR/LIKLY	2.33	18.45	36.90	2.98	7.14	7.14	14.88	4.17	158
INFREQ USR/CONFIRM	7.28	17.22	35.76	3.97	7.28	6.62	17.22	4.64	151
RES/WHERE DO YOU LIVE									
IN A BIG CITY	5.29	22.22	42.86	2.65	7.41	3.70	11.11	4.76	189
SUBURBS/BIG CITY	5.27	20.91	44.25	1.39	7.32	3.83	13.59	2.44	287
IN A SMALL CITY	6.70	20.09	38.84	3.13	8.04	5.36	13.84	4.02	224
TOWN/VILLAGE	5.86	17.06	38.82	2.94	8.82	9.41	10.59	6.47	170
IN THE COUNTRY	3.15	25.98	33.07	3.94	3.15	7.09	19.69	3.94	127
DK/NO ANSWER	0.00	0.00	66.67	0.00	0.00	0.00	33.33	0.00	3
FREQ-DRV-1 HE DRINKING									
DAILY TO 1/MONTH	7.50	14.00	49.50	4.50	8.00	5.50	9.00	2.00	200
SEVERAL TMS/YR	6.74	14.51	43.52	3.11	5.70	6.22	16.06	4.15	193
NEVER	4.73	25.21	36.57	1.81	7.41	5.27	14.17	4.78	507
AGGREGATE	5.70	20.90	40.50	2.60	7.20	5.50	13.50	4.10	1000

When the issue of control is addressed in terms of preventing an auto accident, 93% indicate that they have at least "some control" in preventing their involvement in an accident. Sixty-eight percent (68%) of the same group reports that if they were involved in an auto accident, the likely cause would be "the other guy".

This combination of responses strongly suggests that the average driver feels that they are in control and if an accident does occur, it's because of "the other guy". Therefore, the safety belt message must be attached to "the other guy" since they cause accidents.

The question can be raised as to whether or not this perception of "the other guy" is an accurate one or not. Data from the 1980 Accident Reporting System clearly indicates that the public perception is correct. Table 36 provides the data on passenger car fatalities by seating position.

If one assumes that at least one-third of the drivers, or about 5,985 drivers, could not have avoided the crash and that none of the passengers could have avoided the crash, then about 14,443 occupants out of 26,411 occupants with a known seating position or about 55% of passenger car fatalities were, indeed, victims of the "other guy".

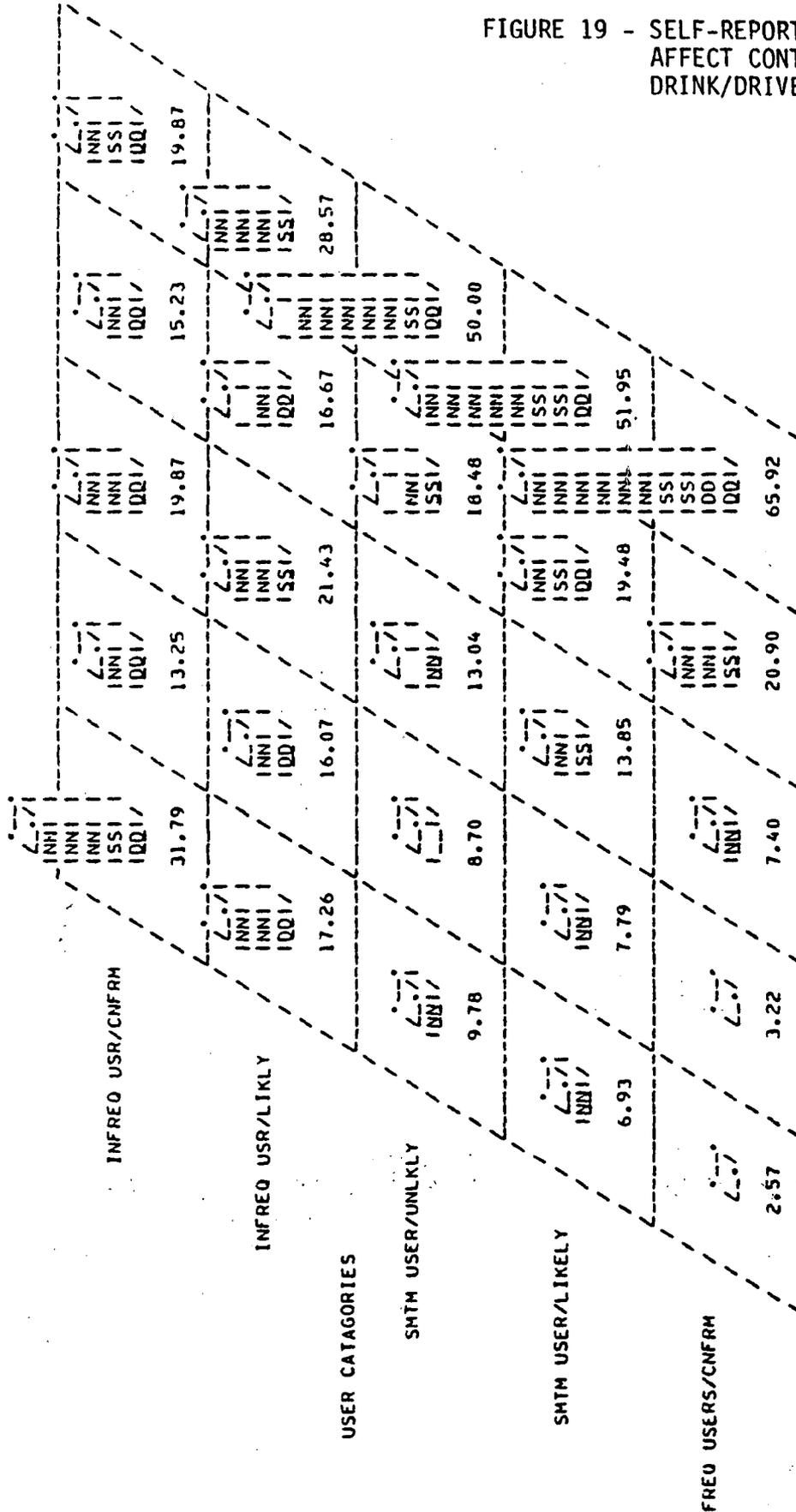
TABLE 36
PASSENGER CAR FATALITIES BY SEATING POSITION

<u>Position</u>	<u>#</u>	<u>% Total Known Position</u>
Driver	17,953	68%
Passenger	8,458	32%
Total known	26,411	100%
Unknown	<u>1,022</u>	
TOTAL	27,433	

FIGURE 19 - SELF-REPORTED USE BY BELTS AFFECT CONTROL BY FREQUENCY DRINK/DRIVE

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART

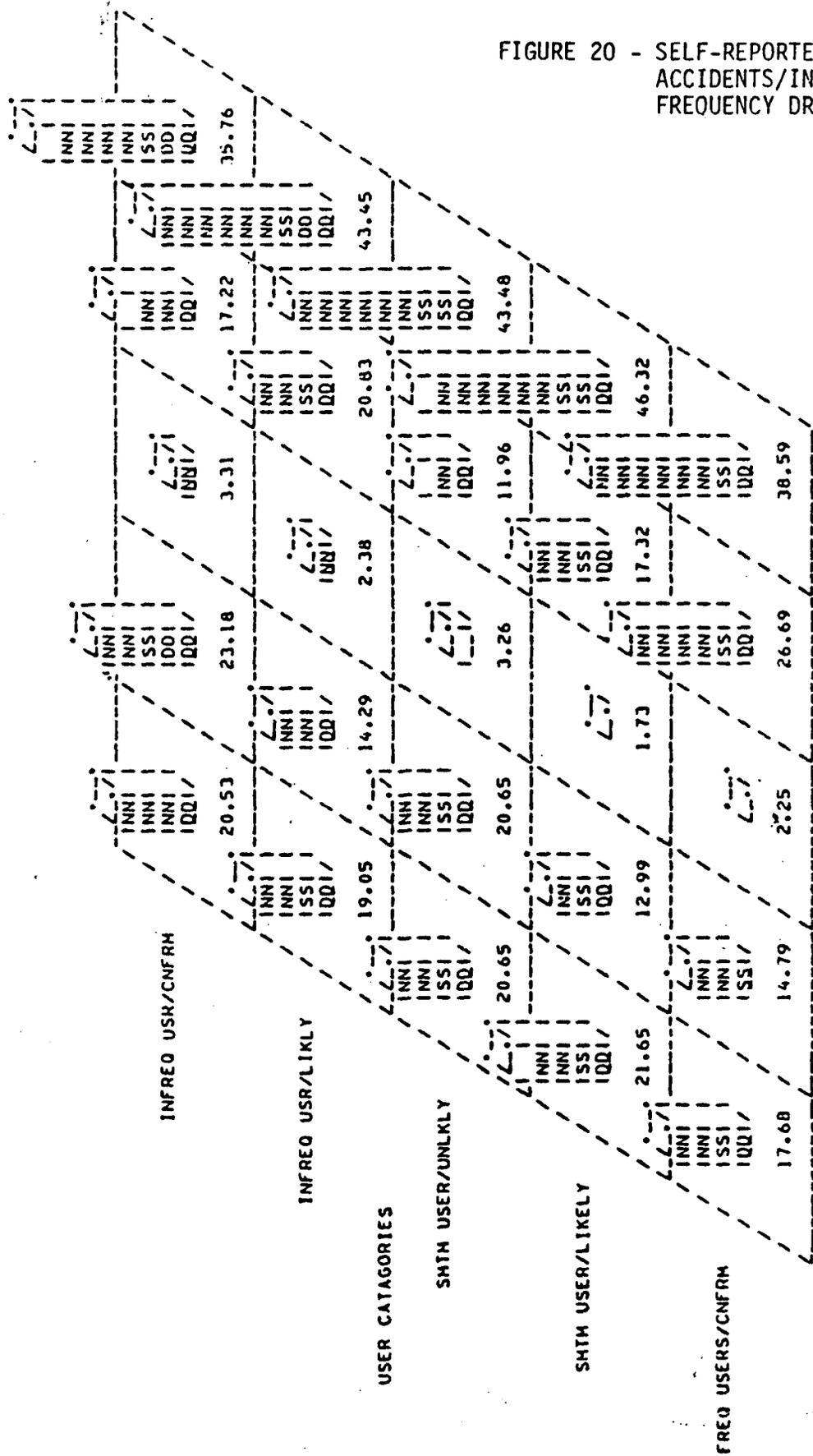


THOMPSON/STRN MR THOMPSON UNSURE MR EVANS MR EVANS/STRN
 BELTS/LESS CONTROL OF CAR VS. MORE CNTRL
 SYMBOL P2JR D DAILY TO 1/MONTH S SEVERAL TMS/YR N NEVER

FIGURE 20 - SELF-REPORTED USE BY NO ACCIDENTS/IN CONTROL BY FREQUENCY DRINK/DRIVE

TARRANCE & ASSC. - SAFETY RELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART



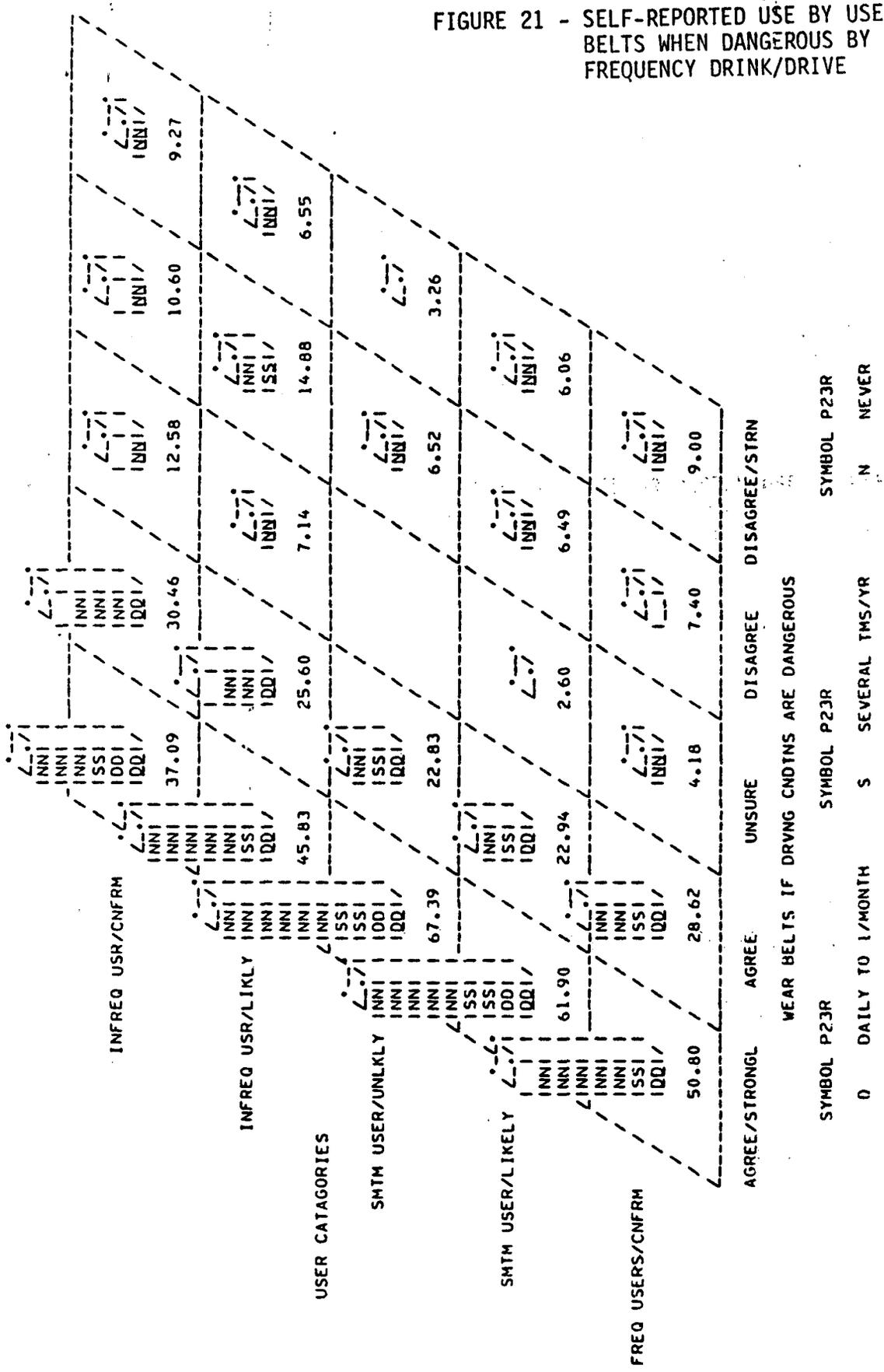
AGREE/STRONGLY AGREE UNSURE DISAGREE DISAGREE/STRN

PPLE WON'T HAVE ACCNTS/IN CNTRL OF CAR

SYMBOL P23R SYMBOL P23R SYMBOL P23R SYMBOL P23R SYMBOL P23R
 D DAILY TO 1/MONTH S SEVERAL TMS/YR N NEVER

PERCENTAGE BLOCK CHART

FIGURE 21 - SELF-REPORTED USE BY USE BELTS WHEN DANGEROUS BY FREQUENCY DRINK/DRIVE



WEAR BELTS IF DRIVING CONDITIONS ARE DANGEROUS

SYMBOL P23R 0 DAILY TO 1/MONTH S SEVERAL TMS/YR N NEVER

AGREE/STRONGLY AGREE UNSURE DISAGREE DISAGREE/STRONGLY

THE PRODUCT'S IMAGE

This project provided an interesting and useful opportunity to be able to compare the same individuals' responses to questions relating to both the drunk driving issue and the safety belt issue. The initial focus group results clearly established one very important difference between the two programs. The groups immediately established that the drunk driving problem was the other guy's problem. That is, they were able to externalize the issue and therefore their reasons for supporting the program. On the other hand, the safety belt program had been perceived as a program which tended to internalize the issue to either the driver and/or the driver's car. This translated into "the program is telling me that I'm not a good driver or my car is not safe". Both of these perceptions are considered negative by the respondents and don't fit into their self-perception of themselves or their cars. As a result, a very strong defense mechanism is developed which translates into "It won't happen to me". Once the individual has developed the defense mechanism of "it won't happen to me", there is no reason to attend to any message that deals with the issue in that way, since he/she has a ready answer -- "It won't happen to me."

When, however, the issue of safety belt use is addressed as a preventive health measure, or a way of promoting "wellness", the use of the safety belt is perceived in a more positive fashion. By moving the safety belt into either the "wellness area" or into the "preventive health" area, the reason for using the belt is externalized and the individual is not forced to deny its utility.

A number of questions in the survey addressed the issue of the relation between safety belt use and other preventive health practices and issues. These are presented in Tables 37 to 42.

The data is very consistent across all of the survey items in that the individuals who use belts often are more likely to engage in the preventive health measure or agree with the statement than are the non-belt

TABLE 37 - DEMOGRAPHICS BY BELTS ARE LIKE TOOTHBRUSH
TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P8/WEARING BELTS/LIKE BRUSHING TEETH

	AGREE/ST RONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRONGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	42.59	29.63	1.85	12.96	12.96	54
II/NW YRK/NW JRY	52.68	28.57	0.89	5.36	12.50	112
III/MID ATLANTIC	52.38	29.52	0.95	6.67	10.48	105
IV/SOUTH EAST	48.28	31.61	2.87	9.77	7.47	174
V/GREAT LAKES	55.67	26.11	2.46	7.88	7.88	203
VI/MID SOUTH	58.93	23.21	1.79	13.39	2.68	112
VII/PLAINS	52.83	24.53	1.89	11.32	9.43	53
VIII/NW PLAINS	62.50	34.38	0.00	0.00	3.13	32
IX/WEST COAST	54.55	28.93	4.96	3.31	8.26	121
X/NORTH WEST	44.12	38.24	8.82	5.88	2.94	34
RESPONDENT'S AGE						
18-24	50.00	31.34	0.75	12.69	5.22	134
25-44	51.79	30.32	2.11	8.00	7.79	475
45 AND OVER	55.24	25.32	3.58	6.39	9.46	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	51.79	25.00	6.25	5.36	11.61	112
HIGH SCHOOL GRAD	52.29	27.76	2.43	8.63	8.89	371
SOME COLLEGE	48.89	28.52	2.59	10.74	9.26	270
COLLEGE GRAD	58.70	31.17	0.81	5.26	4.05	247
RESPONDENT'S SEX						
MALE	48.90	29.66	2.81	9.42	9.22	499
FEMALE/HOME	57.20	26.34	2.47	6.58	7.41	243
FEMALE/EMPLOYED	56.59	28.29	1.94	6.59	6.59	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	52.33	28.60	2.33	8.84	7.91	430
BLUE-COLLAR	54.73	27.98	1.65	8.23	7.41	243
NOT EMPLOYED	53.05	26.76	3.76	4.69	11.74	213
OTHER	50.88	32.46	2.63	10.53	3.51	114
AGGREGATE	52.90	28.50	2.50	8.00	8.10	1000

TABLE 37 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P8/WEARING BELTS/LIKE BRUSHING TEETH

	AGREE/ST RONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRONGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	70.74	25.08	0.96	1.29	1.93	311
SMTM USER/LIKELY	61.04	29.00	1.30	3.46	5.19	231
SMTM USER/UNLKLY	57.61	25.00	4.35	7.61	5.43	92
INFREQ USR/LIKLY	37.50	34.52	4.17	13.10	10.71	168
INFREQ USR/CNFRM	25.83	25.17	1.99	22.52	24.50	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	58.20	21.69	2.12	8.99	8.99	189
SUBURBS/BIG CITY	47.74	35.54	0.35	8.01	8.36	287
IN A SMALL CITY	57.59	25.45	3.13	8.04	5.80	224
TOWN/VILLAGE	52.35	27.65	5.29	5.88	8.82	170
IN THE COUNTRY	49.61	29.92	3.15	7.87	9.45	127
DK/NO ANSWER	33.33	0.00	0.00	66.67	0.00	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	44.50	30.50	2.50	9.50	13.00	200
SEVERAL TMS/YR	54.92	29.53	1.55	10.36	3.63	193
NEVER	55.02	27.51	2.80	6.75	7.91	607
AGGREGATE	52.90	28.50	2.50	8.00	8.10	1000

TABLE 38 - DEMOGRAPHICS BY DEGREE OF INCONVENIENCE

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P16/MAJOR INCONVENIENCE VS. SLIGHT INCN

	MR JHNSN /STRNGLY	MR JOHNS ON	UNSURE	MR DAVIS	MR DAVIS /STRNGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	20.37	16.67	1.85	20.37	40.74	54
II/NW YRK/NW JRY	12.50	10.71	5.36	16.96	54.46	112
III/MID ATLANTIC	14.29	15.24	0.95	22.86	46.67	105
IV/SOUTH EAST	12.07	8.05	7.47	18.97	53.45	174
V/GREAT LAKES	11.33	11.82	7.88	14.29	54.68	203
VI/MID SOUTH	17.86	18.75	4.46	14.29	44.64	112
VII/PLAINS	18.87	13.21	3.77	20.75	43.40	53
VIII/NW PLAINS	15.63	15.63	0.00	15.63	53.13	32
IX/WEST COAST	6.61	11.57	2.48	20.66	58.68	121
X/NORTH WEST	2.94	17.65	5.88	14.71	58.82	34
RESPONDENT'S AGE						
18-24	12.69	11.19	0.75	17.16	58.21	134
25-44	14.53	15.16	4.84	16.63	48.84	475
45 AND OVER	10.74	10.49	6.39	19.44	52.94	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	17.86	7.14	14.29	12.50	48.21	112
HIGH SCHOOL GRAD	13.75	12.13	4.85	19.68	49.60	371
SOME COLLEGE	10.74	14.81	3.33	18.52	52.59	270
COLLEGE GRAD	11.34	14.17	2.43	16.60	55.47	247
RESPONDENT'S SEX						
MALE	14.03	15.83	4.81	17.84	47.49	499
FEMALE/HOME	10.70	7.41	6.17	16.46	59.26	243
FEMALE/EMPLOYED	12.40	12.02	3.88	18.99	52.71	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	12.09	13.02	3.49	19.53	51.86	430
BLUE-COLLAR	16.46	14.40	4.12	14.81	50.21	243
NOT EMPLOYED	9.39	8.92	7.98	18.31	55.40	213
OTHER	14.04	15.79	6.14	16.67	47.37	114
AGGREGATE	12.80	12.80	4.90	17.80	51.70	1000

TABLE 38 (continued)

119

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P16/MAJOR INCONVENIENCE VS. SLIGHT INCN

	MR JHNSN /STRNGLY	MR JOHNS ON	UNSURE	MR DAVIS	MR DAVIS /STRNGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	2.89	2.57	0.64	17.36	76.53	311
SMTM USER/LIKELY	10.39	11.69	2.16	21.65	54.11	231
SMTM USER/UNLKLY	13.04	16.30	6.52	17.39	46.74	92
INFREQ USR/LIKLY	19.05	21.43	6.55	14.29	38.69	168
INFREQ USR/CNFRM	29.80	23.84	13.25	11.92	21.19	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	12.17	11.64	5.82	16.93	53.44	189
SUBURBS/BIG CITY	15.33	11.15	4.53	19.86	49.13	287
IN A SMALL CITY	9.38	16.96	3.57	16.96	53.13	224
TOWN/VILLAGE	14.12	11.18	2.35	21.18	51.18	170
IN THE COUNTRY	12.60	12.60	9.45	11.81	53.54	127
DK/NO ANSWER	0.00	33.33	33.33	0.00	33.33	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	16.00	18.50	2.00	15.50	48.00	200
SEVERAL TMS/YR	12.95	12.95	2.07	20.21	51.81	193
NEVER	11.70	10.87	6.75	17.79	52.88	607
AGGREGATE	12.80	12.80	4.90	17.80	51.70	1000

TABLE 39 - DEMOGRAPHICS BY SMOKING HABITS

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P58/HOW CIGARETTES DO YOU SMOKE A DAY

	DON'T SM OKE	LESS THN 1/2 PCK	1/2-LSS THN PACK	1 PACK OR MORE	TOTAL
STANDARD FED. ADMNSTRATV REGIONS					
I/NEW ENGLND STS	68.52	3.70	7.41	20.37	54
II/NW YRK/NW JRY	73.21	3.57	8.04	15.18	112
III/MID ATLANTIC	67.62	5.71	2.86	23.81	105
IV/SOUTH EAST	68.97	9.20	6.90	14.94	174
V/GREAT LAKES	69.95	8.87	5.42	15.76	203
VI/MID SOUTH	73.21	4.46	7.14	15.18	112
VII/PLAINS	77.36	5.66	9.43	7.55	53
VIII/NW PLAINS	65.63	3.13	15.63	15.63	32
IX/WEST COAST	74.38	8.26	4.13	13.22	121
X/NORTH WEST	76.47	0.00	2.94	20.59	34
RESPONDENT'S AGE					
18-24	79.85	3.73	8.96	7.46	134
25-44	67.58	7.79	5.26	19.37	475
45 AND OVER	72.63	5.88	6.65	14.83	391
RESPONDENT'S EDUCATION					
LT HIGH SCHOOL	64.29	8.04	8.93	18.75	112
HIGH SCHOOL GRAD	67.65	7.28	6.47	18.60	371
SOME COLLEGE	72.59	5.56	5.93	15.93	270
COLLEGE GRAD	78.14	5.67	5.26	10.93	247
RESPONDENT'S SEX					
MALE	70.34	6.81	5.41	17.43	499
FEMALE/HOME	71.19	6.17	6.17	16.46	243
FEMALE/EMPLOYED	72.87	6.20	8.14	12.79	258
PRIMARY SOURCE OF FAMILY INCOME/C					
SLF-EMPL/WHITE C	73.26	4.88	6.51	15.35	430
BLUE-COLLAR	65.84	8.23	5.76	20.16	243
NOT EMPLOYED	71.36	7.98	6.10	14.55	213
OTHER	74.56	6.14	7.02	12.28	114
AGGREGATE	71.20	6.50	6.30	16.00	1000

TABLE 39 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P58/HOW CIGARETTES DO YOU SMOKE A DAY

	DON'T SM OKE	LESS THN 1/2 PCK	1/2-LSS THN PACK	1 PACK O R MORE	TOTAL
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USER CATAGORIES

NOT APPLICABLE
FREQ USERS/CNFRM	74.60	6.75	5.14	13.50	311
SMTM USER/LIKELY	73.59	7.79	6.49	12.12	231
SMTM USEP/UNLKLY	68.48	7.61	7.61	16.30	92
INFREQ USR/LIKLY	66.67	5.36	7.74	20.24	168
INFREQ USR/CNFRM	64.90	3.31	7.95	23.84	151

P65/WHERE DO YOU LIVE

IN A BIG CITY	75.13	5.29	4.76	14.81	189
SUBURBS/BIG CITY	71.78	8.01	7.67	12.54	287
IN A SMALL CITY	72.32	5.80	5.80	16.07	224
TOWN/VILLAGE	64.71	7.65	7.65	20.00	170
IN THE COUNTRY	70.87	4.72	4.72	19.69	127
DK/NO ANSWER	66.67	0.00	0.00	33.33	3

FREQ-DRV-1 HR DRNKNG

DAILY TO 1/MONTH	62.50	9.00	6.50	22.00	200
SEVERAL TMS/YR	72.02	5.18	7.77	15.03	193
NEVER	73.81	6.10	5.77	14.33	607
AGGREGATE	71.20	6.50	6.30	16.00	1000

TABLE 40 - DEMOGRAPHICS BY FREQUENCY VISIT DENTIST

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P59/HOW OFTEN DO YOU VISIT THE DENTIST

	EVERY 6 MONTHS	EVERY YE AR	EVRY 2 Y RS/MORE	SOMTHNG BTHRS ME	DK/NO AN SWER	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	53.70	20.37	9.26	12.96	3.70	54
II/NW YRK/NW JRY	42.86	32.14	11.61	12.50	0.89	112
III/MID ATLANTIC	41.90	28.57	3.81	22.86	2.86	105
IV/SOUTH EAST	35.63	31.03	6.90	23.56	2.87	174
V/GREAT LAKES	40.89	30.05	8.37	17.73	2.96	203
VI/MID SOUTH	36.61	33.93	7.14	21.43	0.89	112
VII/PLAINS	39.62	22.64	5.66	26.42	5.66	53
VIII/NW PLAINS	37.50	34.38	3.13	25.00	0.00	32
IX/WEST COAST	49.59	26.45	6.61	14.88	2.48	121
X/NORTH WEST	23.53	52.94	14.71	8.82	0.00	34
RESPONDENT'S AGE						
18-24	47.01	35.07	5.97	11.94	0.00	134
25-44	40.21	35.58	7.58	15.58	1.05	475
45 AND OVER	39.39	22.25	8.18	25.32	4.86	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	20.54	20.54	7.14	42.86	8.93	112
HIGH SCHOOL GRAD	42.59	28.57	6.74	19.95	2.16	371
SOME COLLEGE	37.41	34.81	10.00	16.30	1.48	270
COLLEGE GRAD	51.01	32.39	6.48	9.31	0.81	247
RESPONDENT'S SEX						
MALE	39.68	30.06	8.22	19.84	2.20	499
FEMALE/HOME	37.86	28.81	8.64	20.58	4.12	243
FEMALE/EMPLOYED	45.74	32.17	5.43	15.50	1.16	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	47.44	31.63	6.28	13.02	1.63	430
BLUE-COLLAR	36.21	30.04	9.05	22.63	2.06	243
NOT EMPLOYED	34.74	26.76	7.04	25.82	5.63	213
OTHER	36.84	32.46	10.53	20.18	0.00	114
AGGREGATE	40.80	30.30	7.60	18.90	2.40	1000

TABLE 40 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P59/HOW OFTEN DO YOU VISIT THE DENTIST

	EVERY 6 MONTHS	EVERY YE AR	EVRY 2 Y RS/MORE	SOMTHNG BTHRS ME	DK/NO AN SWER	TOTAL
USER CATAGORIES						
NOT APPLICABLE						
FREQ USERS/CNFRM	49.84	26.69	9.32	11.58	2.57	311
SMTM USER/LIKELY	44.16	33.33	6.49	13.85	2.16	231
SMTM USER/UNLKLY	32.61	31.52	5.43	27.17	3.26	92
INFREQ USR/LIKLY	33.33	35.12	7.14	23.21	1.19	168
INFREQ USR/CNFRM	33.77	28.48	7.28	29.14	1.32	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	42.86	28.04	6.88	19.58	2.65	189
SUBURBS/BIG CITY	42.86	32.06	7.67	16.03	1.39	287
IN A SMALL CITY	38.84	29.02	9.38	19.64	3.13	224
TOWN/VILLAGE	41.18	33.53	5.88	16.47	2.94	170
IN THE COUNTRY	37.01	27.56	7.87	25.20	2.36	127
DK/NO ANSWER	0.00	33.33	0.00	66.67	0.00	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	38.50	35.00	8.00	15.50	3.00	200
SEVERAL TMS/YR	45.08	33.68	7.77	12.95	0.52	193
NEVER	40.20	27.68	7.41	21.91	2.80	607
AGGREGATE	40.80	30.30	7.60	18.90	2.40	1000

TABLE 41 - DEMOGRAPHICS BY EXERCISE HABITS

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P60/DO YOU JOG/SWIM/CYCLE OR EXERCISE

	YES	NO	TOTAL
STANDARD FED. ADMNSTRATV REGIONS			
I/NEW ENGLND STS	59.26	40.74	54
II/NW YRK/NW JRY	57.14	42.86	112
III/MID ATLANTIC	61.90	38.10	105
IV/SOUTH EAST	56.90	43.10	174
V/GREAT LAKES	61.58	38.42	203
VI/MID SOUTH	56.25	43.75	112
VII/PLAINS	52.83	47.17	53
VIII/NW PLAINS	46.88	53.13	32
IX/WEST COAST	61.98	38.02	121
X/NORTH WEST	58.82	41.18	34
RESPONDENT'S AGE			
18-24	79.10	20.90	134
25-44	62.11	37.89	475
45 AND OVER	47.31	52.69	391
RESPONDENT'S EDUCATION			
LT HIGH SCHOOL	43.75	56.25	112
HIGH SCHOOL GRAD	56.06	43.94	371
SOME COLLEGE	64.81	35.19	270
COLLEGE GRAD	62.35	37.65	247
RESPONDENT'S SEX			
MALE	60.52	39.48	499
FEMALE/HOME	56.38	43.62	243
FEMALE/EMPLOYED	56.98	43.02	258
PRIMARY SOURCE OF FAMILY INCOME/C			
SLF-EMPL/WHITE C	61.86	38.14	430
BLUE-COLLAR	56.38	43.62	243
NOT EMPLOYED	54.46	45.54	213
OTHER	58.77	41.23	114
AGGREGATE	58.60	41.40	1000

TABLE 41 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P60/DO YOU JOG/SWIM/CYCLE OR EXERCISE

	YES	NO	TOTAL
USER CATAGORIES			
NOT APPLICABLE	.	.	.
FREQ USERS/CNFRM	67.85	32.15	311
SMTM USER/LIKELY	61.47	38.53	231
SMTM USER/UNLKLY	64.13	35.87	92
INFREQ USR/LIKLY	49.40	50.60	168
INFREQ USR/CNFRM	47.68	52.32	151

P65/WHERE DO YOU LIVE

IN A BIG CITY	60.85	39.15	189
SUBURBS/BIG CITY	65.51	34.49	287
IN A SMALL CITY	55.36	44.64	224
TOWN/VILLAGE	53.53	46.47	170
IN THE COUNTRY	53.54	46.46	127
DK/NO ANSWER	0.00	100.00	3

FREQ-DRV-1 HR DRNKNG

DAILY TG 1/MONTH	66.50	33.50	200
SEVERAL TMS/YR	64.77	35.23	193
NEVER	54.04	45.96	607
AGGREGATE	58.60	41.40	1000

TABLE 42 - DEMOGRAPHICS BY HEALTH ACTIVITY

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P61/UNDERTAKEN ANY HEALTH ACTVTIES/PST

	YES	NO	TOTAL
STANDARD FED. ADMNSTRATV REGIONS			
I/NEW ENGLND STS	68.52	31.48	54
II/NW YRK/NW JRY	57.14	42.86	112
III/MID ATLANTIC	65.71	34.29	105
IV/SOUTH EAST	53.45	46.55	174
V/GREAT LAKES	53.69	46.31	203
VI/MID SOUTH	62.50	37.50	112
VII/PLAINS	62.26	37.74	53
VIII/NW PLAINS	75.00	25.00	32
IX/WEST COAST	57.85	42.15	121
X/NORTH WEST	52.94	47.06	34
RESPONDENT'S AGE			
18-24	70.15	29.85	134
25-44	61.89	38.11	475
45 AND OVER	50.90	49.10	391
RESPONDENT'S EDUCATION			
LT HIGH SCHOOL	41.96	58.04	112
HIGH SCHOOL GRAD	57.95	42.05	371
SOME COLLEGE	60.00	40.00	270
COLLEGE GRAD	65.99	34.01	247
RESPONDENT'S SEX			
MALE	58.12	41.88	499
FEMALE/HOME	58.44	41.56	243
FEMALE/EMPLOYED	60.08	39.92	258
PRIMARY SOURCE OF FAMILY INCOME/C			
SLF-EMPL/WHITE C	63.26	36.74	430
BLUE-COLLAR	56.38	43.62	243
NOT EMPLOYED	53.05	46.95	213
OTHER	57.02	42.98	114
AGGREGATE	58.70	41.30	1000

TABLE 42 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P61/UNDERTAKEN ANY HEALTH ACTVTIES/PST

	YES	NO	TOTAL
USER CATAGORIES			
NOT APPLICABLE	.	.	.
FREQ USERS/CNFRM	63.67	36.33	311
SMTM USER/LIKELY	62.77	37.23	231
SMTM USER/UNLKLY	57.61	42.39	92
INFREQ USR/LIKELY	55.36	44.64	168
INFREQ USR/CNFRM	48.34	51.66	151

P65/WHERE DO YOU LIVE

IN A BIG CITY	56.08	43.92	189
SUBURBS/BIG CITY	64.46	35.54	287
IN A SMALL CITY	58.93	41.07	224
TOWN/VILLAGE	55.88	44.12	170
IN THE COUNTRY	54.33	45.67	127
DK/NO ANSWER	0.00	100.00	3

FREQ-DRV-1 HR DRNKNG

DAILY TO 1/MONTH	60.50	39.50	200
SEVERAL TMS/YR	58.03	41.97	193
NEVER	58.32	41.68	607
AGGREGATE	58.70	41.30	1000

users. This data is supported by the focus group results. Both sets strongly indicate that when the belt is psychologically positioned as a preventive health or wellness measure, its acceptability is much higher than when placed as a safety item.

One issue of utmost importance to the program that came out of the focus groups is the general annoyance with the child safety seat laws that are being passed. Most people felt that the laws were another governmental invasion. Again the laws were not seen as preventive health measures or even in the same light as child abuse laws. They were seen as the government interfering with how the parents raise their children. This perspective while not universal was common across all user groups and in many cases the most vocal parents were those who reported that they always used car safety seats.

No one in the groups argued that the laws wouldn't increase the use of seats, they felt strongly that it wasn't "right" for the government to interfere. When the car seat was placed in the same context as inoculations that children are given to prevent or reduce the negative effects of various childhood diseases most, if not all, of the opposition disappeared.

This strong negative reaction to the child safety seat laws, plus the findings of the same nature regarding the use of the safety belt, strongly suggests that the focus of all of the messages of any type that are developed to promote the use of occupant protection devices should be couched in the framework of wellness and preventive health.

In another area, an issue that continues to present an image problem is the fact that less than half of the respondents in the survey either disagreed or disagreed strongly with the following statement:

"I don't think seat belts work properly when they feel so loose around me when I fasten them." (see Table 43)

TABLE 43 - DEMOGRAPHICS BY SEAT BELTS TOO LOOSE/DON'T WORK

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P11/SEAT BELTS DON'T WORK IF TOO LOOSE

	AGREE/ST RONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRONGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	12.96	18.52	12.96	29.63	25.93	54
II/NW YPK/NW JRY	18.75	21.43	12.50	21.43	25.89	112
III/MID ATLANTIC	19.05	19.05	10.48	18.10	33.33	105
IV/SOUTH EAST	21.84	20.11	20.69	20.11	17.24	174
V/GREAT LAKES	16.26	17.24	16.26	22.17	28.08	203
VI/MID SOUTH	18.75	19.64	16.96	17.86	26.79	112
VII/PLAINS	13.21	18.87	7.55	16.98	43.40	53
VIII/NW PLAINS	25.00	12.50	15.63	18.75	28.13	32
IX/WEST COAST	14.88	19.83	13.22	23.97	28.10	121
X/NORTH WEST	14.71	11.76	8.82	29.41	35.29	34
RESPONDENT'S AGE						
18-24	17.91	22.39	5.22	25.37	29.10	134
25-44	16.42	21.05	13.68	20.21	28.63	475
45 AND OVER	19.44	14.83	19.44	21.23	25.06	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	16.07	16.96	29.46	13.39	24.11	112
HIGH SCHOOL GRAD	21.56	18.33	12.67	22.64	24.80	371
SOME COLLEGE	15.19	20.74	13.33	20.00	30.74	270
COLLEGE GRAD	15.79	18.22	12.96	24.29	28.74	247
RESPONDENT'S SEX						
MALE	18.84	19.64	11.82	21.24	28.46	499
FEMALE/HOME	20.16	17.70	18.11	18.93	25.10	243
FEMALE/EMPLOYED	13.57	18.22	17.44	23.64	27.13	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	16.74	19.77	12.33	21.86	29.30	430
BLUE-COLLAR	18.93	20.58	13.99	20.58	25.93	243
NOT EMPLOYED	18.31	15.02	19.72	22.07	24.88	213
OTHER	18.42	18.42	16.67	19.30	27.19	114
AGGREGATE	17.80	18.80	14.80	21.30	27.30	1000

TABLE 43 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P11/SEAT BELTS DON'T WORK IF TOO LOOSE

	AGREE/ST RONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRONGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE	
FREQ USERS/CNFRM	17.36	19.94	6.11	25.72	30.87	31
SMTM USER/LIKELY	16.88	19.05	9.52	19.91	34.63	23
SMTM USER/UNLKLY	25.00	19.57	9.78	16.30	29.35	9
INFREQ USR/LIKLY	18.45	14.29	21.43	23.21	22.62	16
INFREQ USR/CNFRM	15.89	21.85	30.46	13.91	17.88	15
P65/WHERE DO YOU LIVE						
IN A BIG CITY	15.87	18.52	16.40	21.69	27.51	18
SUBURBS/BIG CITY	16.03	20.21	10.80	20.91	32.06	28
IN A SMALL CITY	20.09	17.86	15.63	20.54	25.89	22
TOWN/VILLAGE	18.24	21.76	17.65	20.59	21.76	17
IN THE COUNTRY	20.47	13.39	15.75	23.62	26.77	12
DK/NO ANSWER	0.00	33.33	33.33	33.33	0.00	
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	17.00	18.50	10.50	24.50	29.50	20
SEVERAL TMS/YR	19.69	18.65	9.33	24.87	27.46	19
NEVER	17.46	18.95	17.96	19.11	26.52	60
AGGREGATE	17.80	18.80	14.80	21.30	27.30	1000

If people don't believe that their belt operates properly then what is the inducement to start wearing the belt? This lack of understanding of how the inertial belt works is real and becomes evident when the topic is addressed in focus groups. The number of people who have no idea why they can pull on their belt and have it unreel unless it's broken is amazine. Once they are told how it works and that it was designed to increase comfort and convenience, they are more inclined to listen to why they should use the belt. They now know that theirs works!

The data on a number of attitudinal items are presented in Tables 44 and 48. These more general attitudinal items show the same spread amongst the user categories as do the other items which have been previously discussed. It should be noted however, that they do not differentiate between the three drinking groups.

TABLE 44 - DEMOGRAPHICS BY NO ACCIDENTS/DRIVE DEFENSIVELY

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P7/WON'T HAVE ACCIDENT/I DRIVE DEFENSIV

	AGREE/ST RONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRONGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	24.07	11.11	1.85	18.52	44.44	5
II/NW YRK/NW JRY	16.07	10.71	5.36	28.57	39.29	11
III/MID ATLANTIC	14.29	8.57	6.67	20.95	49.52	10
IV/SOUTH EAST	13.79	8.62	2.30	25.86	49.43	17
V/GREAT LAKES	17.73	8.87	6.90	21.18	45.32	20
VI/MID SOUTH	14.29	6.25	3.57	31.25	44.64	11
VII/PLAINS	13.21	7.55	7.55	26.42	45.28	5
VIII/NW PLAINS	15.63	12.50	0.00	25.00	46.88	3
IX/WEST COAST	12.40	11.57	3.31	34.71	38.02	12
X/NORTH WEST	8.82	2.94	5.88	26.47	55.88	3
RESPONDENT'S AGE						
18-24	12.69	13.43	1.49	26.87	45.52	13
25-44	13.68	6.53	4.42	27.37	48.00	47
45 AND OVER	17.90	10.49	5.88	24.04	41.69	39
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	24.11	13.39	7.14	17.86	37.50	11
HIGH SCHOOL GRAD	16.17	8.36	4.85	25.61	45.01	37
SOME COLLEGE	13.70	7.04	4.81	25.56	48.89	27
COLLEGE GRAD	11.34	10.12	2.83	30.77	44.94	24
RESPONDENT'S SEX						
MALE	16.63	11.42	3.81	24.85	43.29	49
FEMALE/HOME	15.23	9.05	7.00	26.34	42.39	24
FEMALE/EMPLOYED	12.40	4.26	3.88	27.91	51.55	25
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	14.88	8.14	3.95	26.98	46.05	43
BLUE-COLLAR	16.46	7.41	3.70	24.69	47.74	24
NOT EMPLOYED	14.55	11.27	6.57	25.82	41.78	21
OTHER	14.91	11.40	5.26	25.44	42.98	11
AGGREGATE	15.20	9.00	4.60	26.00	45.20	100

TABLE 44 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P7/WON'T HAVE ACCIDENT/I DRIVE DEFENSIV

	AGREE/ST RONGLY	AGREE	UNSURE	DISAGREE	DISAGREE /STRONGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	15.11	8.04	3.22	31.51	42.12	311
SMTM USER/LIKELY	13.42	6.93	4.33	19.48	55.84	231
SMTM USER/UNLKLY	18.48	9.78	3.26	18.48	50.00	92
INFREQ USR/LIKLY	14.29	7.74	4.76	28.57	44.64	168
INFREQ USR/CNFRM	17.88	15.23	5.96	24.50	36.42	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	16.40	7.41	7.41	27.51	41.27	189
SUBURBS/BIG CITY	14.29	10.80	3.83	28.57	42.51	287
IN A SMALL CITY	15.63	6.25	4.46	23.66	50.00	224
TOWN/VILLAGE	13.53	11.76	4.12	25.88	44.71	170
IN THE COUNTRY	17.32	7.87	3.15	21.26	50.39	127
DK/NO ANSWER	0.00	33.33	0.00	66.67	0.00	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	14.50	6.50	3.50	25.00	50.50	200
SEVERAL TMS/YR	16.06	8.81	3.63	27.46	44.04	193
NEVER	15.16	9.88	5.27	25.86	43.82	607
AGGREGATE	15.20	9.00	4.60	26.00	45.20	1000

TABLE 45 - DEMOGRAPHICS BY BELT USE VS. INSURANCE
TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

	P12/FASTEN SEAT BELTS VS. AUTO INSURANC					TOTAL
	MR JONES /STRNGLY	MR JONES	UNSURE	MR SMITH /STRNGLY	MR SMITH /STRNGLY	
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	40.74	24.07	3.70	12.96	18.52	5
II/NW YRK/NW JRY	52.68	24.11	3.57	5.36	14.29	11
III/MID ATLANTIC	53.33	19.05	3.81	7.62	16.19	10
IV/SOUTH EAST	44.83	16.09	10.92	13.22	14.94	.17
V/GREAT LAKES	48.77	15.27	5.91	11.82	18.23	20
VI/MID SOUTH	50.89	18.75	4.46	10.71	15.18	11.
VII/PLAINS	52.83	16.98	3.77	11.32	15.09	5
VIII/NW PLAINS	53.13	21.88	3.13	9.38	12.50	3
IX/WEST COAST	52.07	18.18	7.44	10.74	11.57	12
X/NORTH WEST	55.88	14.71	2.94	17.65	8.82	3
RESPONDENT'S AGE						
18-24	47.01	22.39	2.99	14.93	12.69	13
25-44	52.00	18.95	4.00	11.16	13.89	47
45 AND OVER	48.08	16.11	9.21	8.95	17.65	39.
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	41.96	10.71	12.50	11.61	23.21	11
HIGH SCHOOL GRAD	48.25	17.79	6.47	11.32	16.17	37.
SOME COLLEGE	50.74	21.85	5.93	8.89	12.59	27
COLLEGE GRAD	54.66	18.62	2.02	11.74	12.96	24.
RESPONDENT'S SEX						
MALE	45.69	19.44	6.21	11.82	16.83	49
FEMALE/HOME	54.32	14.40	7.00	10.29	13.99	24
FEMALE/EMPLOYED	53.49	19.77	4.26	9.30	13.18	25
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	50.47	22.09	5.58	9.07	12.79	43
BLUE-COLLAR	48.56	15.23	4.53	12.76	18.93	24
NOT EMPLOYED	48.36	15.02	9.39	10.80	16.43	21
OTHER	52.63	16.67	3.51	13.16	14.04	11
AGGREGATE	49.80	18.30	5.90	10.80	15.20	100

TABLE 45 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P12/FASTEN SEAT BELTS VS. AUTO INSURANC

	MR JONES /STRNGLY	MR JONES	UNSURE	MR SMITH	MR SMITH /STRNGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USEPS/CNFRM	63.34	18.01	4.18	7.40	7.07	311
SMTM USER/LIKELY	56.28	18.61	4.33	8.66	12.12	231
SMTM USEP/UNLKLY	57.61	15.22	5.43	8.70	13.04	92
INFREQ USR/LIKLY	39.29	19.05	5.36	13.10	23.21	168
INFREQ USR/CNFRM	25.17	18.54	9.27	17.22	29.80	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	58.20	15.34	3.70	10.58	12.17	189
SUBURBS/BIG CITY	47.74	22.30	5.92	10.45	13.59	287
IN A SMALL CITY	49.55	14.73	5.36	12.50	17.86	224
TOWN/VILLAGE	47.06	19.41	7.06	12.35	14.12	170
IN THE COUNTRY	47.24	18.11	7.09	7.09	20.47	127
DK/NO ANSWER	0.00	33.33	66.67	0.00	0.00	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	48.50	17.00	1.00	15.50	18.00	200
SEVERAL TMS/YR	51.81	18.13	6.22	10.36	13.47	193
NEVER	49.59	18.78	7.41	9.39	14.83	607
AGGREGATE	49.80	18.30	5.90	10.80	15.20	1000

TABLE 46 - DEMOGRAPHICS BY BELT USE: SAFETY VS. IMPOSITION

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P13/SEAT BELTS/SAFETY VS. SEAT BELTS/IM

	MR JONES /STRNGLY	MR JONES	UNSURE	MR SMITH	MR SMITH /STRNGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	50.00	12.96	3.70	14.81	18.52	5
II/NW YRK/NW JRY	56.25	23.21	0.89	12.50	7.14	11
III/MID ATLANTIC	54.29	20.95	2.86	5.71	16.19	10
IV/SOUTH EAST	51.72	21.26	5.17	8.05	13.79	17
V/GREAT LAKES	55.67	14.29	3.45	9.85	16.75	20
VI/MID SOUTH	51.79	22.32	1.79	11.61	12.50	11
VII/PLAINS	41.51	28.30	7.55	13.21	9.43	5
VIII/NW PLAINS	56.25	18.75	0.00	15.63	9.38	3
IX/WEST COAST	55.37	21.49	1.65	13.22	8.26	12
X/NORTH WEST	58.82	17.65	5.88	11.76	5.88	3
RESPONDENT'S AGE						
18-24	53.73	23.13	1.49	12.69	8.96	13
25-44	50.32	20.00	3.37	11.37	14.95	47
45 AND OVER	57.29	18.67	3.58	9.21	11.25	39
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	52.68	15.18	7.14	4.46	20.54	11
HIGH SCHOOL GRAD	55.26	17.52	2.70	12.13	12.40	37
SOME COLLEGE	49.63	24.07	3.33	10.37	12.59	27
COLLEGE GRAD	55.47	21.05	2.02	11.74	9.72	24
RESPONDENT'S SEX						
MALE	47.70	20.84	4.21	13.23	14.03	49
FEMALE/HOME	63.37	15.23	1.65	7.82	11.93	24
FEMALE/EMPLOYED	55.43	22.48	2.71	8.53	10.85	25
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	51.63	22.33	1.86	10.93	13.26	43
BLUE-COLLAR	52.26	18.11	4.12	11.52	13.99	24
NOT EMPLOYED	56.81	21.13	3.76	7.04	11.27	21
OTHER	57.02	12.28	5.26	14.91	10.53	11
AGGREGATE	53.50	19.90	3.20	10.70	12.70	100

TABLE 46 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P13/SEAT BELTS/SAFETY VS. SEAT BELTS/IM

	MR JONES /STRNGLY	MR JONES	UNSURE	MR SMITH	MR SMITH /STRNGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	70.42	18.97	0.64	4.82	5.14	311
SMTM USEP/LIKELY	60.17	22.51	1.30	8.66	7.36	231
SMTM USER/UNLKLY	56.52	16.30	5.43	6.52	15.22	92
INFREQ USR/LIKLY	45.83	17.66	5.95	17.26	13.10	168
INFREQ USR/CNFRM	22.52	17.88	5.96	20.53	33.11	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	56.61	17.46	4.23	11.11	10.58	189
SUBURBS/BIG CITY	51.22	20.21	2.79	13.24	12.54	287
IN A SMALL CITY	56.70	20.54	1.34	10.27	11.16	224
TOWN/VILLAGE	51.76	21.76	3.53	7.65	15.29	170
IN THE COUNTRY	51.18	18.90	4.72	9.45	15.75	127
DK/NO ANSWER	33.33	33.33	33.33	0.00	0.00	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	48.00	17.50	1.50	16.50	16.50	200
SEVERAL TMS/YR	48.70	25.91	1.04	11.92	12.44	193
NEVER	56.84	18.78	4.45	8.40	11.53	607
AGGREGATE	53.50	19.90	3.20	10.70	12.70	1000

TABLE 47 - DEMOGRAPHICS BY BUZZER: REMINDER VS. IGNORE

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P14/BUZZER IS A REMINDER VS. BUZZER IGN

	MR JONES /STRNGLY	MR JONES	UNSURE	MR SMITH	MR SMITH /STRNGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	44.44	16.67	7.41	12.96	18.52	5
II/NW YRK/NW JRY	48.21	20.54	2.68	8.93	19.64	11
III/MID ATLANTIC	49.52	17.14	2.36	13.33	17.14	10
IV/SOUTH EAST	48.85	15.52	6.90	14.37	14.37	17
V/GREAT LAKES	49.26	12.32	5.91	16.75	15.76	20
VI/MID SOUTH	50.00	14.29	3.57	16.96	15.18	11
VII/PLAINS	43.40	15.09	9.43	11.32	20.75	5
VIII/NW PLAINS	59.38	12.50	0.00	9.38	18.75	3
IX/WEST COAST	52.89	22.31	4.13	9.92	10.74	12
X/NORTH WEST	50.00	20.59	2.94	17.65	8.82	3
RESPONDENT'S AGE						
18-24	45.52	20.15	1.49	16.42	16.42	13
25-44	45.68	15.16	4.84	15.79	18.53	47
45 AND OVER	55.24	16.62	6.14	9.97	12.02	391
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	50.89	11.61	10.71	6.25	20.54	112
HIGH SCHOOL GRAD	50.40	15.09	3.77	14.29	16.44	371
SOME COLLEGE	45.56	19.26	3.70	14.81	16.67	270
COLLEGE GRAD	51.42	17.41	5.26	14.57	11.34	247
RESPONDENT'S SEX						
MALE	43.49	17.03	4.61	15.63	19.24	499
FEMALE/HOME	60.49	12.35	5.76	9.88	11.52	243
FEMALE/EMPLOYED	50.39	18.99	4.65	13.18	12.79	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	48.60	19.77	4.42	13.26	13.95	430
BLUE-COLLAR	47.74	14.81	3.70	13.99	19.75	243
NOT EMPLOYED	51.64	14.55	7.04	12.21	14.55	213
OTHER	51.75	10.53	5.26	16.67	15.79	114
AGGREGATE	49.40	16.40	4.90	13.60	15.70	1000

TABLE 47 (continued)

139

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P14/BUZZER IS A REMINDER VS. BUZZER IGN

	MR JONES /STRNGLY	MR JONES	UNSURE	MR SMITH	MR SMITH /STRNGLY	TOTAL
USER CATAGORIES						
NOT APPLICABLE
FREQ USERS/CNFRM	77.49	15.43	2.89	2.89	1.29	311
SMTM USEP/LIKELY	48.05	23.38	4.76	13.85	9.96	231
SMTM USER/UNLKLY	51.09	15.22	3.26	15.22	15.22	92
INFREQ USR/LIKLY	32.14	11.90	6.55	22.02	27.38	168
INFREQ USR/CNFRM	18.54	11.26	5.30	22.52	42.38	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	56.61	11.11	5.29	14.81	12.17	189
SUBURBS/BIG CITY	46.69	20.21	4.53	12.20	16.38	287
IN A SMALL CITY	49.55	16.07	4.46	14.73	15.18	224
TOWN/VILLAGE	47.06	18.82	5.29	10.59	18.24	170
IN THE COUNTRY	48.03	13.39	5.51	16.54	16.54	127
DK/NO ANSWER	33.33	0.00	0.00	33.33	33.33	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	39.00	14.50	2.00	20.50	24.00	200
SEVERAL TMS/YR	47.15	22.28	4.15	11.40	15.03	193
NEVER	53.54	15.16	6.10	12.03	13.18	607
AGGREGATE	49.40	16.40	4.90	13.60	15.70	1000

TABLE 48 - DEMOGRAPHICS BY USE BELT: LESS/MORE SERIOUS INJURIES

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P15/BELTS/LESS INJURIES VS. SEVERE INJU

	MR JONES /STRNGLY	MR JONES	UNSURE	MR SMITH	MR SMITH /STRNGLY	TOTAL
STANDARD FED. ADMNSTRATV REGIONS						
I/NEW ENGLND STS	59.26	18.52	12.96	3.70	5.56	5
II/NW YRK/NW JRY	64.29	19.64	9.82	1.79	4.46	11
III/MID ATLANTIC	60.00	20.95	4.76	4.76	9.52	15
IV/SOUTH EAST	63.22	12.07	10.92	6.32	7.47	17
V/GREAT LAKES	65.02	11.33	11.82	3.45	8.37	20
VI/MID SOUTH	58.93	19.64	9.82	6.25	5.36	11
VII/PLAINS	64.15	20.75	7.55	0.00	7.55	5
VIII/NW PLAINS	81.25	12.50	3.13	0.00	3.13	3
IX/WEST COAST	61.98	23.97	8.26	1.65	4.13	12
X/NORTH WEST	73.53	14.71	2.94	5.88	2.94	3
RESPONDENT'S AGE						
18-24	61.94	23.13	4.48	5.22	5.22	13
25-44	66.95	14.53	8.21	3.37	6.95	47
45 AND OVER	59.85	17.65	12.28	3.84	6.39	39
RESPONDENT'S EDUCATION						
LT HIGH SCHOOL	52.68	10.71	23.21	3.57	9.82	112
HIGH SCHOOL GRAD	59.03	18.33	10.51	4.58	7.55	371
SOME COLLEGE	65.56	17.41	5.93	4.07	7.04	270
COLLEGE GRAD	72.87	17.00	4.86	2.43	2.83	247
RESPONDENT'S SEX						
MALE	62.32	19.04	8.22	4.01	6.41	499
FEMALE/HOME	63.79	13.58	10.70	3.70	8.23	243
FEMALE/EMPLOYED	65.50	15.89	10.08	3.49	5.04	258
PRIMARY SOURCE OF FAMILY INCOME/C						
SLF-EMPL/WHITE C	65.35	17.91	6.98	4.19	5.58	430
BLUE-COLLAR	62.96	15.23	11.52	3.70	6.58	243
NOT EMPLOYED	59.15	17.37	11.74	2.35	9.39	213
OTHER	65.79	15.79	8.77	5.26	4.39	114
AGGREGATE	63.50	16.90	9.30	3.80	6.50	1000

TABLE 48 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P15/BELTS/LESS INJURIES VS. SEVERE INJU

USER CATAGORIES	MR JONES /STRNGLY	MR JONES	UNSURE	MR SMITH	MR SMITH /STRNGLY	TOTAL
NOT APPLICABLE						
FREQ USERS/CNFRM	80.71	14.79	2.57	1.29	0.64	311
SMTM USER/LIKELY	74.03	15.88	6.06	0.43	2.60	231
SMTM USER/UNLKLY	63.04	20.65	9.78	2.17	4.35	92
INFREQ USR/LIKLY	50.00	18.45	12.50	8.33	10.71	168
INFREQ USR/CNFRM	33.11	16.56	19.87	9.27	21.19	151
P65/WHERE DO YOU LIVE						
IN A BIG CITY	64.55	18.52	8.47	3.17	5.29	189
SUBURBS/BIG CITY	65.85	19.16	5.92	3.14	5.92	287
IN A SMALL CITY	64.29	13.84	10.27	4.46	7.14	224
TOWN/VILLAGE	60.59	18.82	9.41	4.12	7.06	170
IN THE COUNTRY	59.84	12.60	15.75	3.94	7.87	127
DK/NO ANSWER	33.33	0.00	33.33	33.33	0.00	3
FREQ-DRV-1 HR DRNKNG						
DAILY TO 1/MONTH	66.50	18.50	6.00	3.00	6.00	200
SEVERAL TMS/YR	69.95	16.58	6.22	3.11	4.15	193
NEVER	60.46	16.47	11.37	4.28	7.41	607
AGGREGATE	63.50	16.90	9.30	3.80	6.50	1000

TAHRANCE & ASSC. - SAFETY HELT (M000) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART

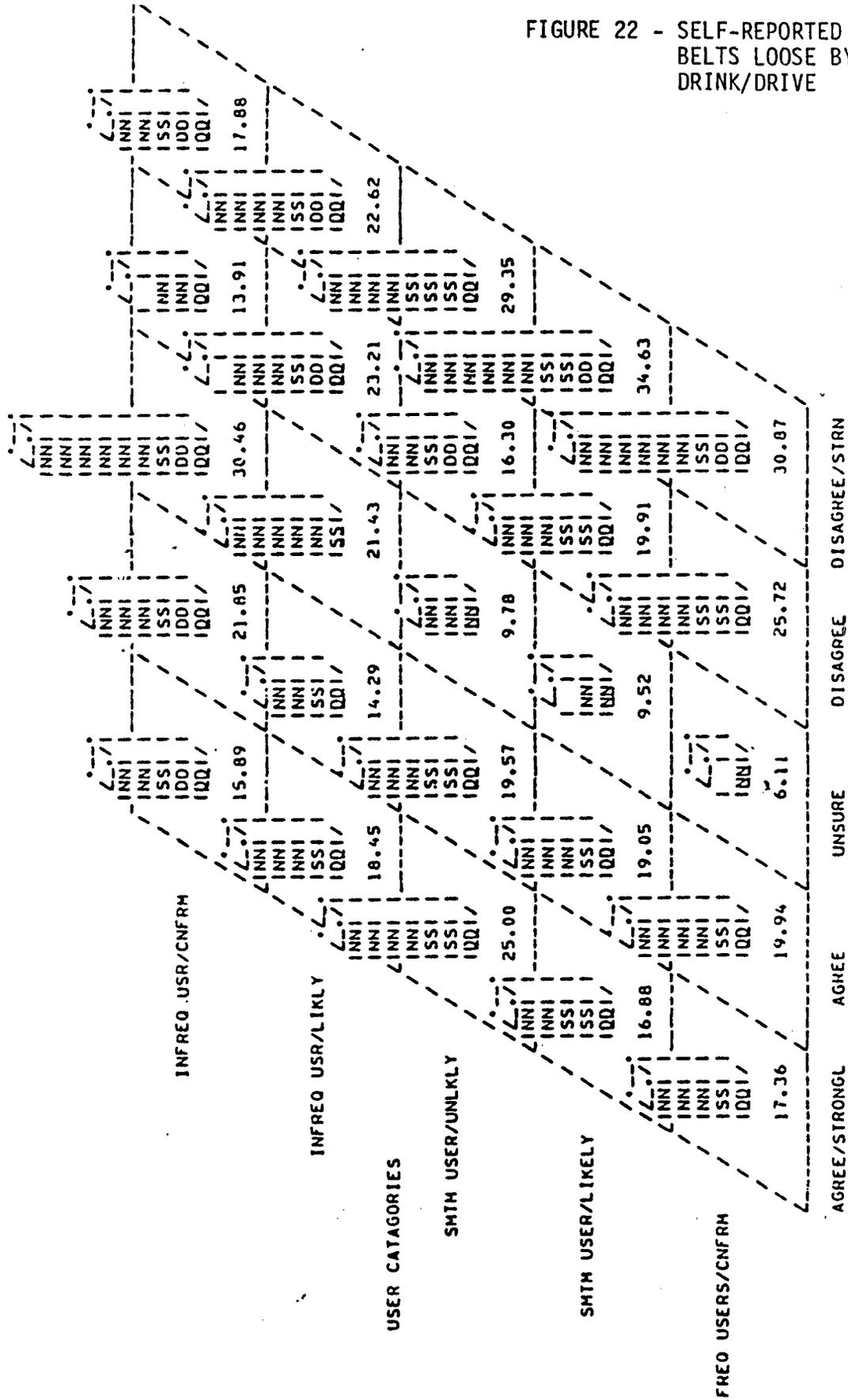


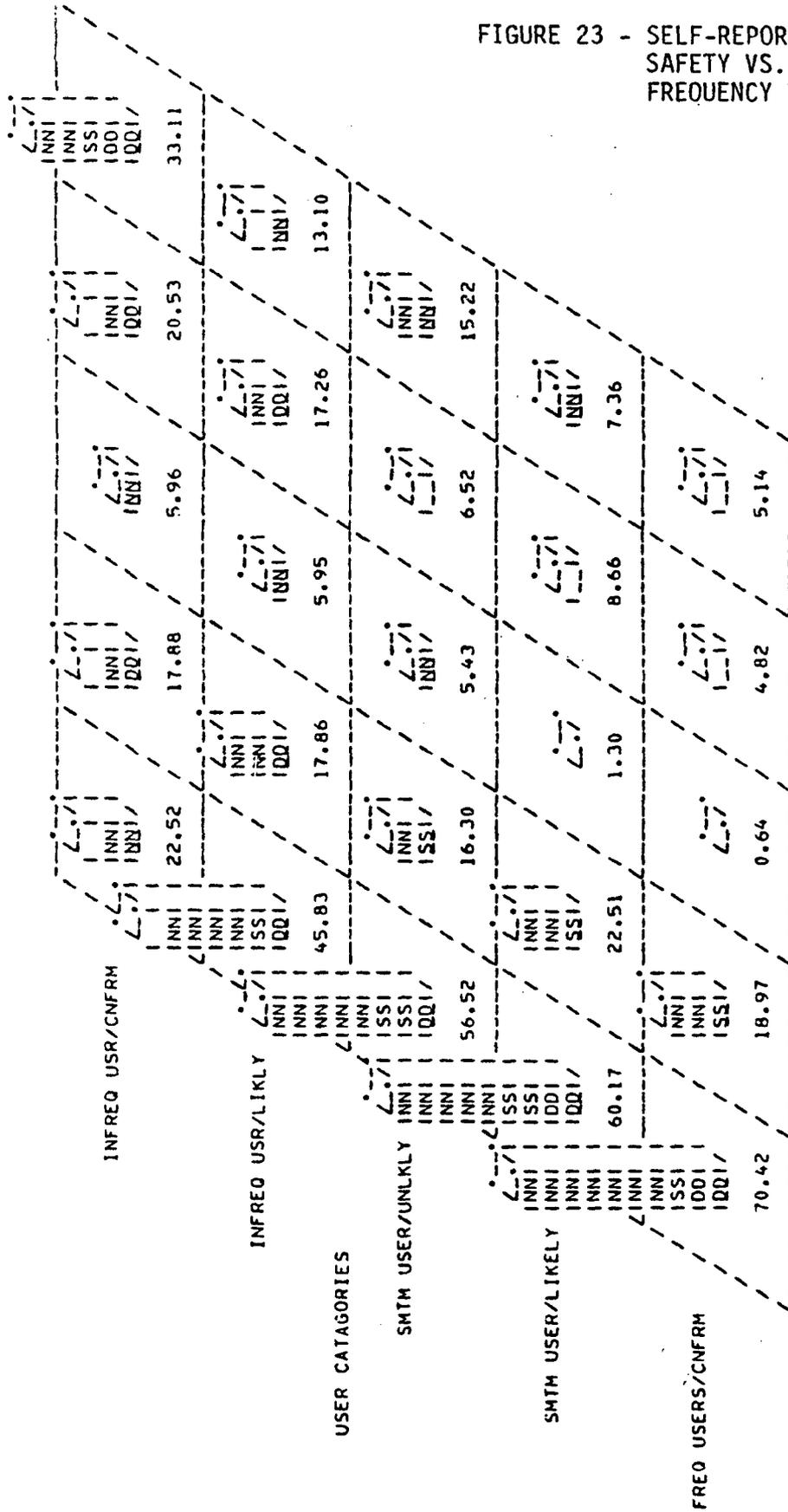
FIGURE 22 - SELF-REPORTED USE BY BELTS LOOSE BY FREQUENCY DRINK/DRIVE

SEAT BELTS DON'T WORK IF TOO LOOSE

SYMBOL P2JR 0 DAILY TO 1/MONTH 5 SEVERAL THS/YR NEVER
 SYMBOL P2JR DISAGREE/STRN

FIGURE 23 - SELF-REPORTED USE BY BELTS SAFETY VS. IMPOSITION BY FREQUENCY DRINK/DRIVE

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS
 PERCENTAGE BLOCK CHART



MR JONES/STRN MR JONES MR SMITH MR SMITH/STRN
 SEAT BELTS/SAFETY VS. SEAT BELTS/IMPOSNG
 SYMBOL P23R SYMBOL P23R SYMBOL P23R SYMBOL P23R
 D DAILY TO 1/MONTH S SEVERAL TMS/YR N NEVER

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART

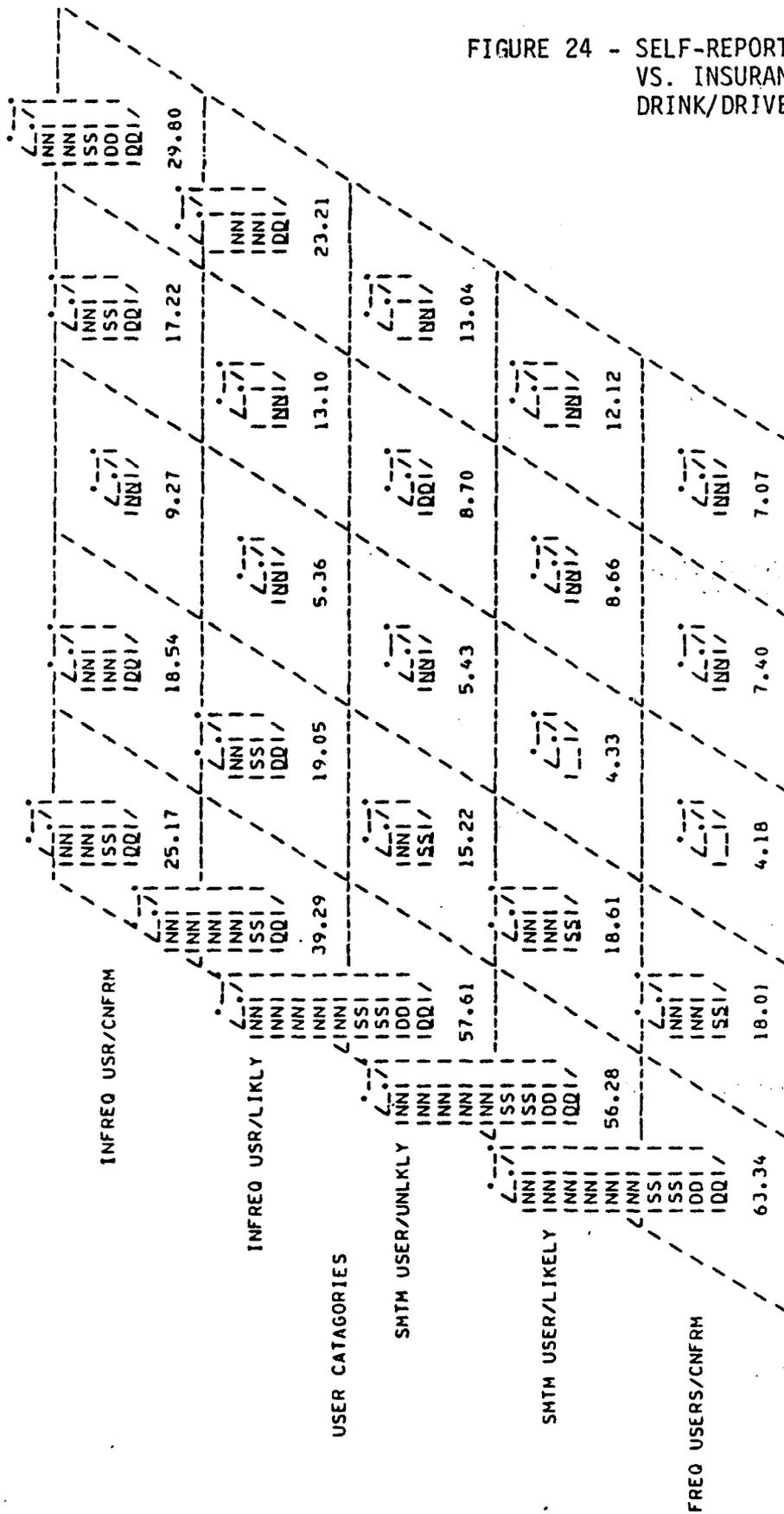


FIGURE 24 - SELF-REPORTED USE BY BELTS VS. INSURANCE BY FREQUENCY DRINK/DRIVE

MR JONES/STRN MR JONES UNSURE MR SMITH MR SMITH/STRN

FASTEN SEAT BELTS VS. AUTO INSURANCE

SYMBOL P23R D DAILY TO 1/MONTH 5 SEVERAL TMS/YR N NEVER

TARRANCE & ASSC. - SAFETY HELT (MOOD) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART

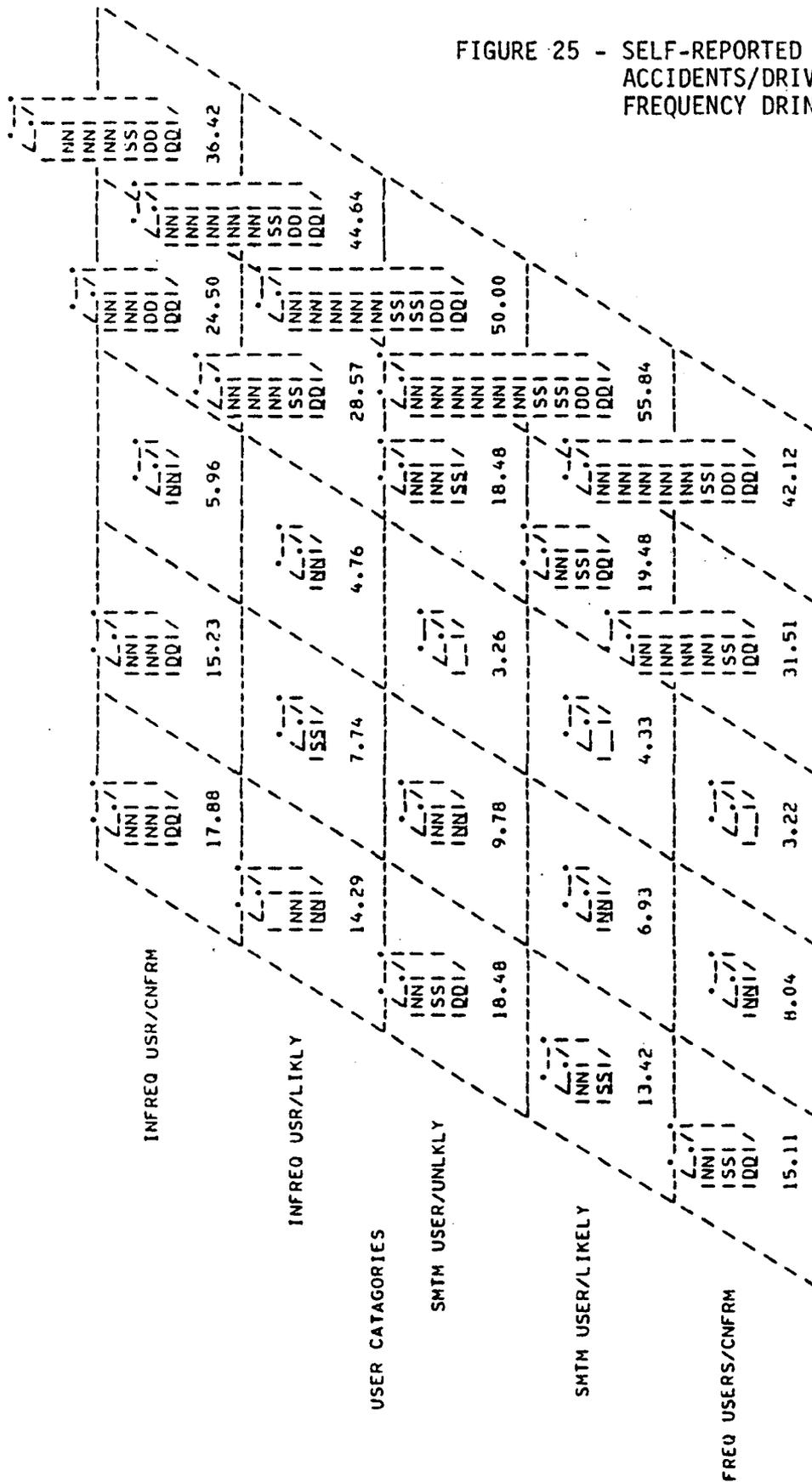


FIGURE 25 - SELF-REPORTED USE BY NO ACCIDENTS/DRIVE DEFENSIVELY BY FREQUENCY DRINK/DRIVE

WON'T HAVE ACCIDENT/I DRIVE DEFENSIVELY

SYMBOL P23R 0 DAILY TO 1/MONTH S SEVERAL TMS/YR N NEVER

SYMBOL P23R DISAGREE DISAGREE/STRN

MOTHERS AGAINST DRUNK DRIVING

Based on the results of a series of focus groups that were conducted prior to the survey, a number of questions were added regarding Mothers Against Drunk Driving (or MADD). The reason that this group was singled out was based on the results of the focus group efforts. When asked what group or organization was doing the most to overcome or reduce the drunk driving problem, the universal answer that was given by the focus group participants was MADD. When asked if they could name any other group, none of the respondents could. When RID and PARKIT were mentioned, no one recognized these acronyms. When asked about what impact federal, state or local governments were having, the respondents all talked about how MADD was pushing the state governments to action.

Clearly, MADD was seen in the focus groups as the cultural change agent which has been responsible for the changes in attitudes about drinking and driving. Based on these results, the following questions relating to MADD were included in the survey (see Tables 49 to 52).

- o Have you ever heard of Mothers Against Drunk Driving or MADD?
- o If yes, can you tell me what MADD is trying to do?
- o Do you think Mothers Against Drunk Driving is successful?
- o If yes, and in your own words, what are one or two reasons why you feel that way?

Eight-four percent of all respondents had heard of MADD. In terms of demographic characteristics those with less than a high school education were less aware of MADD than the general public as were those who were unemployed. Females were somewhat more aware than men but 80% of the men had heard of MADD. Safety belt usage didn't tend to be important in terms of being aware of MADD, but then why should it? In terms of frequency of drinking and driving, those who drank were more aware of MADD than those who didn't. Clearly, MADD is getting to one of the target groups at which it is aiming.

TARRANCE & ASSC. - SAFETY BELT (M000) - #2017
 COMPUTER GENERATED CHARTS

PERCENTAGE BLOCK CHART

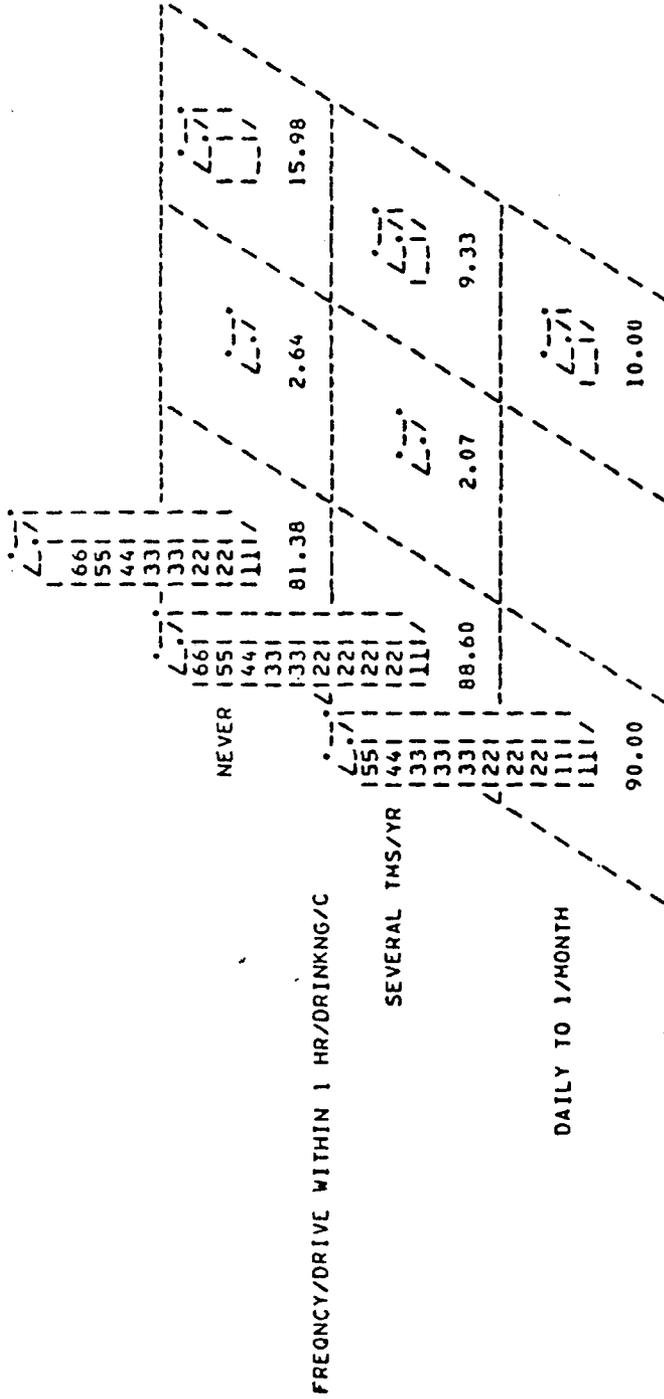


FIGURE 26 - FREQUENCY DRINK/DRIVE BY AWARE MADD BY AGE

TABLE 49 - DEMOGRAPHICS BY AWARE OF MADD

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P49/EVER HEARD OF M.A.D.D.

	YES	UNSURE	NO	TOTAL
STANDARD FED. ADMNSTRATV REGIONS				
I/NEW ENGLND STS	92.59	1.85	5.56	54
II/NW YRK/NW JRY	82.14	1.79	16.07	112
III/MID ATLANTIC	91.43	0.95	7.62	105
IV/SOUTH EAST	77.59	5.17	17.24	174
V/GREAT LAKES	82.76	2.46	14.78	203
VI/MID SOUTH	81.25	0.00	18.75	112
VII/PLAINS	73.58	1.89	24.53	53
VIII/NW PLAINS	93.75	3.13	3.13	32
IX/WEST COAST	92.56	0.00	7.44	121
X/NORTH WEST	94.12	0.00	5.88	34
RESPONDENT'S AGE				
18-24	81.34	0.75	17.91	134
25-44	88.21	1.26	10.53	475
45 AND OVER	81.07	3.32	15.60	391
RESPONDENT'S EDUCATION				
LT HIGH SCHOOL	72.32	2.68	25.00	112
HIGH SCHOOL GRAD	84.91	1.89	13.21	371
SOME COLLEGE	84.81	2.59	12.59	270
COLLEGE GRAD	89.07	1.21	9.72	247
RESPONDENT'S SEX				
MALE	80.96	2.81	16.23	499
FEMALE/HOME	87.65	0.82	11.52	243
FEMALE/EMPLOYED	88.37	1.55	10.08	258
PRIMARY SOURCE OF FAMILY INCOME/C				
SLF-EMPL/WHITE C	85.81	2.33	11.86	430
BLUE-COLLAR	86.01	1.23	12.76	243
NOT EMPLOYED	78.40	2.82	18.78	213
OTHER	87.72	0.88	11.40	114
AGGREGATE	84.50	2.00	13.50	1000

TABLE 49 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P49/EVER HEARD OF M.A.O.D.

	YES	UNSURE	NO	TOTAL
USER CATAGORIES				
NOT APPLICABLE
FREQ USERS/CNFRM	86.82	1.61	11.58	311
SMTM USER/LIKELY	86.15	2.16	11.69	231
SMTM USER/UNLKLY	76.09	0.00	23.91	92
INFREQ USR/LIKLY	86.90	2.98	10.12	168
INFREQ USR/CNFRM	82.12	2.65	15.23	151

P65/WHERE DO YOU LIVE

IN A BIG CITY	82.01	2.65	15.34	189
SUBURBS/BIG CITY	86.41	1.74	11.85	287
IN A SMALL CITY	84.38	1.79	13.84	224
TOWN/VILLAGE	84.12	0.59	15.29	170
IN THE COUNTRY	85.04	3.15	11.81	127
DK/NO ANSWER	66.67	33.33	0.00	3

FREQ-DRV-1 HR DRNKNG

DAILY TO 1/MONTH	90.00	0.00	10.00	200
SEVERAL TMS/YR	88.60	2.07	9.33	193
NEVER	81.38	2.64	15.98	607
AGGREGATE	84.50	2.00	13.50	1000

TABLE 50

CODES - WHAT IS MADD

And can you tell me what MADD is or what they are trying to do?

- | | | |
|-----|--|-------|
| 01. | <u>PREVENT DRUNKEN DRIVING</u> - trying to keep hard-core drinkers off the road/trying to get drunk drivers off the road - P.T.A. is for them/prevent drunk drivers to keep them off the street/trying to stop drunk drivers from getting back on the road/trying to get drunks off the highway/ | (31%) |
| 02. | <u>WANT STRONG LAWS</u> - organization trying to strengthen drunk driving laws/to get legislation passed to get drunk drivers off the road/to get better laws against drunk driving/ their objective is to get more laws passed to be harder on drunk drivers/a group of mothers getting together trying to get stiffer legislation against drunk drivers/ | (16%) |
| 03. | <u>WANT SEVERE PENALTIES</u> - they are trying to get stricter penalties against drivers convicted of manslaughter due to drunk driving/they are trying to get stiffer fines and jail sentences for drunk drivers/the people involved are getting more severe punishment for drunk drivers/ they need stronger punishments/ | (11%) |
| 04. | <u>PERSONALLY AFFECTED/DRUNK DRIVERS</u> - an organization started by a woman whose son was killed by a drunk driver/they all have had a child killed in a car accident/a group started because children were killed by drunk drivers/parents of maimed children/mothers who have had their children killed by drunk drivers, and they try to console other victims/ | (7%) |
| 05. | <u>REDUCE DRINKING-RELATED DEATHS/ACCIDENTS</u> - prevent people driving when drunk and people getting killed/trying to keep drunk drivers off the road so that they will not kill the children/trying to decrease the number of highway deaths/trying to cut down on drunk driving deaths/ lower number of accidents/ | (5%) |
| 06. | <u>STRICTER ENFORCEMENT</u> - trying to enforce strict laws against D.W.I./stricter enforcement of drunk driving laws/trying to convict drunk drivers/ | (7%) |
| 07. | <u>STOP DRINKERS FROM DRIVING</u> - trying to keep people who drive off the roads/trying to put a stop to folks driving and drinking/they formed a group to keep people from drinking and driving/attempting to get the drinkers out from behind the wheel of a car/ | (4%) |

TABLE 50 (continued)

- | | | |
|-----|---|-------|
| 08. | <u>AGAINST DRUNK DRIVERS</u> - their efforts are against drunk drivers/control drunk drivers in this nation/getting the state to crack down on drunk drivers/women striking back at drunk drivers/against drunk drivers/complaining about drunk driving/angry at drunk drivers/ | (6%) |
| 09. | <u>EDUCATE PUBLIC</u> - to make people more aware of drunk drivers/trying to develop a groundswell against drunk driving/they are trying to bring the public some education/make drunk drivers more aware of the punishments they will receive/educate young people not to drink and drive/ | (3%) |
| 10. | <u>JAIL SENTENCES FOR D.W.I.</u> - they are trying to get mandatory jail sentences for drunk drivers/put drunk drivers in jail for 48 hours and if they have had an accident and killed...put them in prison/ | (1%) |
| 11. | <u>SAW MOVIE/PUBLICITY</u> - I saw a movie about them a few weeks ago/all I know is what I saw on T.V. about them/seen a headline in the newspaper about that/I've just heard of them/ | (3%) |
| 12. | <u>RAISE DRINKING AGE/STOP TEEN DRUNKS</u> - enforcing laws for teens not to drive during or after drinking/keep kids under 25 from drinking/get those kids off the road/they are trying to have the drinking age raised/ | (1%) |
| 13. | <u>OTHER</u> | (*%) |
| 14. | <u>DON'T KNOW/NO ANSWER</u> | (4%) |
-

TABLE 51 - DEMOGRAPHICS BY IS MADD SUCCEEDING

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

	NOT APPL ICABLE	YES	UNSURE	NO	TOTAL
P502/DO YOU THINK M.A.D.D. IS SUCCEEDIN					
STANDARD FED. ADMNSTRATV REGIONS					
I/NEW ENGLND STS	.	52.00	36.00	12.00	50
II/NW YRK/NW JRY	.	44.57	42.39	13.04	92
III/MID ATLANTIC	.	64.58	25.00	10.42	96
IV/SOUTH EAST	.	47.41	43.70	8.89	135
V/GREAT LAKES	.	60.12	32.14	7.74	168
VI/MID SOUTH	.	56.04	36.26	7.69	91
VII/PLAINS	.	41.03	53.85	5.13	39
VIII/NW PLAINS	.	50.00	43.33	6.67	30
IX/WEST COAST	.	57.14	32.14	10.71	112
X/NORTH WEST	.	71.88	28.13	0.00	32
RESPONDENT'S AGE					
18-24	.	62.39	29.36	8.26	109
25-34	.	54.17	39.17	6.67	240
35-44	.	54.19	35.20	10.61	179
45-54	.	59.26	33.33	7.41	108
55-64	.	46.79	38.53	14.68	109
65 AND OLDER	.	53.00	39.00	8.00	100
RESPONDENT'S EDUCATION					
LT HIGH SCHOOL	.	49.38	39.51	11.11	81
HIGH SCHOOL GRAD	.	57.46	32.70	9.84	315
SOME COLLEGE	.	55.02	36.68	8.30	229
COLLEGE GRAD	.	52.73	39.55	7.73	220
RESPONDENT'S SEX					
MALE	.	50.50	39.36	10.15	404
FEMALE/HOME	.	57.28	34.74	7.98	213
FEMALE/EMPLOYED	.	60.09	32.02	7.89	228
PRIMARY SOURCE OF FAMILY INCOME/C					
SLF-EMPL/WHITE C	.	55.56	33.88	10.57	369
BLUE-COLLAR	.	55.02	38.28	6.70	209
NOT EMPLOYED	.	52.69	38.32	8.98	167
OTHER	.	55.00	37.00	8.00	100
AGGREGATE		54.79	36.21	8.99	845

TABLE 51 (continued)

TARRANCE & ASSC. - SAFETY BELT (MOOD) - #2017

P502/DO YOU THINK M.A.O.D. IS SUCCEEDIN

	NOT APPL ICABLE	YES	UNSURE	NO	TOTAL
USER CATAGORIES					
NOT APPLICABLE
FREQ USERS/CNFRM	.	57.41	32.96	9.63	270
SMTM USER/LIKELY	.	57.29	35.68	7.04	199
SMTM USER/UNLKLY	.	61.43	31.43	7.14	70
INFREQ USR/LIKLY	.	52.05	39.73	8.22	146
INFREQ USR/CNFRM	.	46.77	40.32	12.90	124
P65/WHERE DO YOU LIVE					
IN A BIG CITY	.	49.68	43.87	6.45	155
SUBURBS/BIG CITY	.	56.05	33.47	10.48	248
IN A SMALL CITY	.	52.91	37.57	9.52	189
TOWN/VILLAGE	.	55.94	33.57	10.49	143
IN THE COUNTRY	.	61.11	32.41	6.48	108
DK/NO ANSWER	.	50.00	50.00	0.00	2
FREQ-DRV-1 HR DRNKNG					
DAILY TO 1/MONTH	.	51.67	37.22	11.11	180
SEVERAL TMS/YR	.	59.65	35.09	5.26	171
NEVER	.	54.25	36.23	9.51	494
AGGREGATE		54.79	36.21	8.99	845

TABLE 52

CODES - WHY YOU THINK MADD IS SUCCEEDING

- And in your own words, what are one or two reasons why you feel that way?
01. NEW/STRICTER LAWS - passed new drunk driving laws/laws in Colorado have gotten stricter partly due to this organization/just passed tougher laws here/we've had tougher drunk driving laws passed in the past year/ (20%)
 02. PUBLICITY - they get lots of publicity here/in advertising/ from hearing a lot about them on the news/hear more about it/they've gotten more publicity/they are getting more publicity than before/ (9%)
 03. PUBLIC AWARENESS - bringing awareness to the problem/ people are paying more attention to the problem/people are becoming more aware of the dangers of drunk drivers/ more people are aware of the problem/ (15%)
 04. STIFFER/INCREASED PENALTIES - in New York state there's a real push to get stiffer penalties/forcing the states to pass stiffer legislation against drunk drivers/drunk drivers are getting tougher sentences and more fines/ you get jailed for the first drunk driving offense now in Pennsylvania/ (6%)
 05. TELEVISION PRESENTATION - I happened to see their televised drama last week/I watched it on TV and I think they have expanded/I saw the movie last week/through the media/more known, especially on the media/ (4%)
 06. ENFORCING D.W.I. LAWS - police are really enforcing drunk driving laws/more arrests and convictions are being made/ in Seattle they are really cracking down on anyone caught drinking and driving/ (5%)
 07. WHAT I'VE SEEN/READ/HEARD - I'm hearing on news and in the paper/more publicity in newspapers/they're introducing their program to the media/from what I've read they've been successful/ (6%)
 08. RECOGNITION OF ORGANIZATION - recognition/they are succeeding because they are getting a lot of attention/getting more recognition now/ (5%)
 09. PERSONAL EXPERIENCES - because of my own experience/she had a friend lose her life because of drinking/there's been drunk drivers in my neighborhood/we were hit by a drunk/ we had a few kids killed by drunk drivers in this area/ (3%)

TABLE 52 (continued)

10. GROWING/EFFECTIVE - more public involvement/they are doing what they set out to do/more and more people becoming involved in this issue/they put on a good campaign/they've got more people joining now/ (5%)
11. FEWER DRUNKEN DRIVERS/ACCIDENTS - number of accidents due to alcohol has dropped/looking at the obituaries you can tell it's much less/less people on the road that are drunk/less accidents because of drunk drivers/getting many off the streets/ (3%)
12. DOING A GOOD JOB - they are getting the message across/it's very valuable, accomplish a lot/strong lobby and determination of them/people are paying more attention to the problems/it is a good cause that people are willing to support/ (6%)
13. DON'T LIKE DRUNK DRIVERS - they've got to crack down on drunk drivers/don't think drunk drivers should be on the road/too many drinking drivers/drunken drivers hurt innocent bystanders than they hurt themselves/ (3%)
14. NEED STRONGER PUNISHMENT - it's better but the punishment isn't hard enough still/people are still getting away with drunk driving and killing people without a harsh punishment/some just get away scot-free/ (2%)
15. NEED EDUCATION - "any" education in the public the better the chances are of getting results to the problem/good way to run them off the road - by educating others of the problem/educating lot of people/a lot of people who drink and drive are educated and through education they realize not to drive and drink/ (1%)
16. PARENTAL REACTION - concern for their kids/lots of mothers and fathers who are complaining about drunk drivers now/I've got children and would hate to see them get hit by a drunk driver/the mothers are upset about their kids and relatives being injured and killed/ (2%)
17. NEED MORE TIME/SCOPE - it has helped but they need more time/they are not reaching enough to many judges and police/hasn't been a major change so far but their future looks hopeful/still have a long way to go/ (1%)
18. NEEDLESS DEATHS/ACCIDENTS - it will stop deaths/seeing wrecks with young children involved/if they take someone's life they should be punished for it/they're just killing a lot of innocent people/ (1%)
19. PROBLEM DRINKING - alcoholism is a problem/our society drinks too much/I don't believe in drinking/ (1%)

TABLE 52 (continued)

- | | | |
|-----|--|--------|
| 20. | <u>TRY HARDER/GET INVOLVED</u> - feel that people should try harder/if they can do something about drunk drivers they should at least try/not enough people involved/ | (**%) |
| 21. | <u>TAKING A STAND</u> - people are speaking up for what's going now/I hear peer groups are concerned about drunken driving by talking about it/ | (**%) |
| 22. | <u>LEGISLATIVE ALLIES</u> - they are complaining to the law about the drunk drivers/we have some bills in town and legislature - they will probably get passed/ | (1%) |
| 23. | <u>BENEFITS ALL</u> - it might make driving safer/it benefits everyone/we'll safety of all of us/ | (1%) |
| 24. | <u>MAKING AN IMPRESSION</u> - it seems like it's hitting home/ children seem to be getting the message/you can tell the difference between the ones who are driving now than one year ago/ | (1%) |
| 25. | <u>SERIOUS MATTER</u> - it's such a serious problem/it's a very serious thing and people listen to it/don't see how you can live with it if you killed a child/ | (1%) |
| 26. | <u>OTHER</u> | (**%) |
| 27. | <u>DON'T KNOW/NO ANSWER</u> | (2%) |
-

Table 50 provides examples of the responses given to the question "What is MADD trying to do", and the percentage of the respondents who gave those response. A number of the reasons given clearly indicates that the respondents did, in fact, know what MADD was and what they were trying to accomplish. When asked the question about whether MADD was succeeding, 55% of the respondents said "yes". The reasons they gave for feeling that way are presented in Table 52. The response sets to both of these questions strongly suggest that MADD has in fact become a cultural change agent with regard to the drunk driving problem.

TABLE 53

VERBATIMS - WHAT IS MADD

Question 50-1:

And can you tell me what MADD is or what they are trying to do?

Geographic Region	Age	Education	Sex	User Categories
I/New England States	35-44	College Graduate	Male	Infrequent/ Likely

"Trying to obviously stop drunk drivers...I'm at the moment involved with a case about MADD...one of my students had just a little too much to drink and he hit a girl...he is not the type of guy to really do that, it was just a freak accident that it happened to him."

V/ Great Lakes	25-34	High School Graduate	Male	Infrequent/ Likely
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"A group of mothers whose children were victims of drunk drivers...how they're trying to get stiffer laws and penalties for the drunk drivers...I think they are also trying to get the drinking age changed in some places."

V/ Great Lakes	55-64	High School Graduate	Female/ Home	Sometime/ Likely
-------------------	-------	----------------------	-----------------	---------------------

"Mothers Against Drunk Drivers...they are trying to get laws passed to get drivers off the road...I certainly agree with them...I think the current laws should be stricter."

II/New York/ New Jersey	25-34	College Graduate	Male	Frequent/ Confirmed
----------------------------	-------	------------------	------	------------------------

"Trying to get fines and penalties increased heavily and to give public awareness campaigns to show how drunk driving damages society."

V/ Great Lakes	25-34	College Graduate	Male	Infrequent/ Confirmed
-------------------	-------	------------------	------	--------------------------

"It is mothers who have had their children killed by drunk drivers and they try to console other victims...they also try to change laws."

VII/ Plains	25-34	High School Graduate	Female/ Works	Sometime/ Unlikely
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"Started by a woman whose young child was killed by a drunk driver and they are involved in getting stricter penalties and laws against drunk drivers."

TABLE 53 (continued)

Question 50-1 continued:

Geographic Region	Age	Education	Sex	User Categories
IV/ South East	35-44	High School Graduate	Male	Sometime/ Likely
"A group that is trying to protect their children by getting the drunk drivers off the road...they want stiffer penalties for drunk drivers...they also want the drivers to be responsible for their actions while driving."				
IX/ West Coast	25-34	College Graduate	Female/ Works	Sometime/ Likely
"Trying to get press coverage to heighten public awareness to the tragedies of drunk driving caused by repeated offenders...they are trying to legislate tougher laws to get this treated like homicide and get the repeated offenders locked up behind bars."				
IX/ West Coast	45-54	Some College	Female/ Works	Sometime/ Unlikely
"Trying to get a law passed that has a mandatory jail sentence for drunk drivers."				
VI/ Mid South	35-44	High School Graduate	Male	Infrequent/ Likely
"It is Mothers Against Drunk Drivers and they are attempting to get the drinkers out from behind the wheels of cars."				

TABLE 54

VERBATIMS - WHY YOU THINK MADD IS SUCCEEDING

Question 51:

And in your own words, what are one or two reasons why you feel that Mothers Against Drunk Drivers is succeeding?

Geographic Region	Age	Education	Sex	User Categories
VII/ Plains	65 & Over	Some College	Female/ Home	Frequent/ Confirmed
"The children seem to be getting the message...they're not driving after they drink."				
VI/ Mid South	35-44	High School Graduate	Female/ Home	Infrequent/ Likely
"They have gotten some states drinking and driving laws changed and they've brought it out in the open and made the public aware of how big a problem it is."				
I/New England States	45-54	High School Graduate	Male	Sometime/ Unlikely
"They're making an impact...I work for a newspaper and I see that they're getting a lot of ink lately and that's good."				
I/New England States	55-64	High School Graduate	Female/ Works	Infrequent/ Confirmed
"People are becoming more aware of the dangers of drunk driving and people are letting the police know that they want drunk drivers off the road."				
IV/ South East	25-34	Less than High School	Female/ Works	Infrequent/ Likely
"I watched the show on TV the other night and I got the impression they were accomplishing what they set out to do."				
VI/ Mid South	25-34	High School Graduate	Female/ Works	Frequent/ Confirmed
"Recognition and word of what they're doing is noticeable...they have support because of the problem."				

TABLE 54 (continued)

Question 51 continued:

Geographic Region	Age	Education	Sex	User Categories
VIII/ New Plains	25-34	High School Graduate	Female/ Works	Infrequent/ Confirmed

"Because they are people personally involved and others will be more likely to listen to them."

X/ North West	35-44	College Graduate	Male	Sometime/ Unlikely
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"They are building momentum...this particular state legislature is dealing with this now...entities dealing with this now are becoming more successful due to public awareness."

X/ North West	25-34	College Graduate	Male	Sometime/ Unlikely
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"Because the cause they are supporting is right...they go about it in a logical way with lobbying and public support."

IV/ South East	18-24	College Graduate	Male	Sometime/ Likely
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"Drunk driving is unnecessary...presently the law is not strict enough against drunk drivers...it is negligent to drive intoxicated...life is very precious... we need to keep life."

BRUSHFIRE
(N=1,000)

(BRUSHFIRE)

INTERVIEWER _____
TARRANCE & ASSOCIATES
PERSONAL/CONFIDENTIALSTUDY # _____ 2017
TIME STARTED _____
TIME ENDED _____
FINANCE _____
CODING _____

Hello, I'm _____ of Tarrance & Associates, a national research firm. We're talking to people about topics relating to automobile safety.

A. Are you 18 years of age or older?

Yes (CONTINUE).....1
No (THANK & TERMINATE).....2

IF "NO", ASK: Is there anyone
home that is 18? (REPEAT SCREEN)

As you may know, there are many different things we can do to increase auto safety and decrease the number of injuries and deaths which result from auto accidents. Which of the following do you think would be most important in making driving safer? (READ LIST, ROTATE) And which do you think would be the second most important?

	Q.1 Most Important	Q.2 2nd Most Important
1. Less people drinking and driving	65%	21%
2. More people wearing seat belts	15%	37%
3. Requiring motorcyclists to wear helmets	2%	11%
4. Stricter enforcement of traffic laws	10%	18%
5. Safer cars	7%	13%
6. Don't know/no answer	1%	2%

Note: * indicates less than 1%.

Now I'd like to get your opinions on several different issues relating to seat belts. First --

3. How often do you wear seat belts when roads are wet, or snow and ice covered? (READ ALTERNATIVES)

Always.....	1	(32%)
Most of the time.....	2	(13%)
Sometimes.....	3	(18%)
Never.....	4	(37%)
Don't know/no answer.....	5	(*%)

4. How often do you wear seat belts on long trips? (READ ALTERNATIVES)

Always.....	1	(38%)
Most of the time.....	2	(12%)
Sometimes.....	3	(16%)
Never.....	4	(34%)
Don't know/no answer.....	5	(*%)

5. How often do you wear seat belts on short trips around town? (READ ALTERNATIVES)

Always (TO 7).....	1	(25%)
Most of the time (TO 6).....	2	(7%)
Sometimes (TO 6).....	3	(17%)
Never (TO 6).....	4	(51%)

IF "MOST OF THE TIME", "SOMETIMES", OR "NEVER" IN Q.5, ASK:

Do you agree or disagree with the following statement --

6. "There's nothing anyone can do that would make me use seat belts all of the time."

IF CHOICE MADE, ASK: And do you feel strongly about that?

Agree/strongly.....	1	(19%)
Agree.....	2	(15%)
Unsure (DO NOT READ).....	3	(6%)
Disagree.....	4	(26%)
Disagree/strongly.....	5	(34%)

And do you agree or disagree with the following statements --

7. "I'm quite sure I won't be in an auto accident because I drive defensively."
(PROMPT: DO YOU AGREE OR DISAGREE WITH THIS STATEMENT?)

IF CHOICE MADE, ASK: And do you feel strongly about that?

Agree/strongly.....	1	(15%)
Agree.....	2	(9%)
Unsure (DO NOT READ).....	3	(5%)
Disagree.....	4	(26%)
Disagree/strongly.....	5	(45%)

8. "Wearing seat belts is like many other good health practices such as brushing your teeth and having regular medical check-ups."
(PROMPT: DO YOU AGREE OR DISAGREE WITH THIS STATEMENT?)
- | | |
|----------------------------|-------|
| Agree/strongly.....1 | (53%) |
| Agree.....2 | (29%) |
| Unsure (DO NOT READ).....3 | (3%) |
| Disagree.....4 | (8%) |
| Disagree/strongly.....5 | (8%) |
-
9. "People think they won't be in an accident because they are safe drivers in control of their car."
(PROMPT IF NECESSARY)
- | | |
|----------------------------|-------|
| Agree/strongly.....1 | (19%) |
| Agree.....2 | (17%) |
| Unsure (DO NOT READ).....3 | (2%) |
| Disagree.....4 | (21%) |
| Disagree/strongly.....5 | (41%) |
-
10. "People are more likely to put their seat belts on if they think that driving conditions are more dangerous than usual."
(PROMPT IF NECESSARY)
- | | |
|----------------------------|-------|
| Agree/strongly.....1 | (51%) |
| Agree.....2 | (27%) |
| Unsure (DO NOT READ).....3 | (6%) |
| Disagree.....4 | (9%) |
| Disagree/strongly.....5 | (7%) |
-
11. "I don't think seat belts work properly when they feel so loose around me when I fasten them."
(PROMPT IF NECESSARY)
- | | |
|----------------------------|-------|
| Agree/strongly.....1 | (18%) |
| Agree.....2 | (19%) |
| Unsure (DO NOT READ).....3 | (15%) |
| Disagree.....4 | (21%) |
| Disagree/strongly.....5 | (27%) |
-

Now I'd like to read you some statements about seat belts made by two people. Please tell me which one comes closest to your own opinion --

12. Mr. Jones feels that he can fulfill his responsibility to passengers in his car by asking them to fasten their seat belts and by driving carefully.

Mr. Smith feels that he can fulfill his responsibility to passengers in his car by making sure that they are covered under his auto insurance policy.

Who comes closest to your own opinion
-- Mr. Jones or Mr. Smith?

	Mr. Jones/strongly.....1	(50%)
<u>IF CHOICE MADE, ASK:</u> And do	Mr. Jones.....2	(18%)
you feel strongly about that?	Unsure (DO NOT READ).....3	(6%)
	Mr. Smith.....4	(11%)
	Mr. Smith/strongly.....5	(15%)

13. Mr. Jones feels that he can fulfill his responsibility to passengers in his car by asking them to fasten their seat belts and by driving carefully.

Mr. Smith never asks passengers in his car to fasten their seat belts because he feels he would be imposing on them if he did so.

Who comes closest to your own opinion
-- Mr. Jones or Mr. Smith?

	Mr. Jones/strongly.....1	(54%)
<u>IF CHOICE MADE, ASK:</u> And do	Mr. Jones.....2	(20%)
you feel strongly about that?	Unsure (DO NOT READ).....3	(3%)
	Mr. Smith.....4	(11%)
	Mr. Smith/strongly.....5	(13%)

14. Mr. Jones feels that the car's buzzer is a reminder to him to put on his seat belt.

Mr. Gray on the other hand just ignores the buzzer when he gets into his car and doesn't put his belt on.

Who comes closest to your own opinion
-- Mr. Jones or Mr. Gray?

	Mr. Jones/strongly.....1	(49%)
<u>IF CHOICE MADE, ASK:</u> And do	Mr. Jones.....2	(16%)
you feel strongly about that?	Unsure (DO NOT READ).....3	(5%)
	Mr. Gray.....4	(14%)
	Mr. Gray/strongly.....5	(16%)

15. Mr. Jones thinks that if he were in a serious auto accident and were using a safety belt his injuries would be less than if he wasn't wearing a safety belt.

Mr. Smith on the other hand feels that if he were in a serious auto accident and was wearing a safety belt his injuries would be more severe, therefore he doesn't wear his safety belt.

Who comes closest to your own opinion
 -- Mr. Jones or Mr. Smith?

	Mr. Jones/strongly.....1	(64%)
<u>IF CHOICE MADE, ASK:</u> And do	Mr. Jones.....2	(17%)
you feel strongly about that?	Unsure (DO NOT READ).....3	(9%)
	Mr. Smith.....4	(4%)
	Mr. Smith/strongly.....5	(7%)

On another matter --

16. Mr. Johnson feels that it takes too much time and is too hard to remember to fasten his seat belt every time he sits down in his car, so he rarely uses them.

Mr. Davis feels that putting on seat belts is just like brushing his teeth or watching his diet, and it is worth the slight inconvenience it takes to fasten his seat belts every time he sits down in his car.

Who comes closest to your own opinion
 -- Mr. Johnson or Mr. Davis?

	Mr. Johnson/strongly.....1	(13%)
<u>IF CHOICE MADE, ASK:</u> And do	Mr. Johnson.....2	(13%)
you feel strongly about that?	Unsure (DO NOT READ).....3	(5%)
	Mr. Davis.....4	(18%)
	Mr. Davis/strongly.....5	(52%)

17. Mr. Cooper does not wear seat belts because he thinks he is a good driver and won't be in an accident.

Mr. Lewis wears his seat belts because he isn't sure about the other drivers and just doesn't like to take chances.

Who comes closest to your own opinion
 -- Mr. Cooper or Mr. Lewis?

	Mr. Cooper/strongly.....1	(8%)
<u>IF CHOICE MADE, ASK:</u> And do	Mr. Cooper.....2	(7%)
you feel strongly about that?	Unsure (DO NOT READ).....3	(6%)
	Mr. Lewis.....4	(16%)
	Mr. Lewis/strongly.....5	(63%)

And --

18. Mr. Thompson feels he has much less control over himself and his car when he drives with his seat belts on.

Mr. Evans feels he has much more control over himself and his car when he drives with his seat belts on.

Who comes closest to your own opinion
-- Mr. Thompson or Mr. Evans?

IF CHOICE MADE, ASK: And do
you feel strongly about that?

Mr. Thompson/strongly.....1	(12%)
Mr. Thompson.....2	(9%)
Unsure (DO NOT READ).....3	(15%)
Mr. Evans.....4	(19%)
Mr. Evans/strongly.....5	(46%)

On another matter --

19. How much control do you feel you have in preventing your own involvement in automobile accidents? Do you feel you have...(READ ALTERNATIVES)

Almost total control.....1	(14%)
A lot of control.....2	(43%)
Some control.....3	(36%)
Very little control.....4	(5%)
Unsure (DO NOT READ).....5	(2%)

20. If you were involved in an auto accident, what do you feel would be the most likely cause? Would it be...(READ ALTERNATIVES)

1) Your own driving error	<u>6%</u>
2) A drunk driver	<u>21%</u>
3) Someone else's driving error	<u>41%</u>
4) A mechanical defect in the car	<u>3%</u>
5) Unavoidable bad luck	<u>7%</u>
6) Poor road conditions	<u>6%</u>
7) Poor weather conditions	<u>14%</u>
8) Don't know/no answer	<u>4%</u>

21. The total number of auto fatalities and the number of auto fatalities per mile driven dropped significantly last year. What do you think was the major cause for this drop? (INTERVIEWERS: DO NOT ACCEPT "DROVE LESS", "DIDN'T DRIVE AS MUCH." PROBE FOR OTHER ANSWERS)
01. LOWER SPEED LIMIT - just lowering the speed limit - that's the only reason/slower speed limit/lowering the speed limit did a lot of good/because of the drop in the speed limit/ (16%)
 02. 55 M.P.H. SPEED LIMIT - 55 m.p.h. limit is a good measure/reduction in speed from 65 to 55/speed limits not going over 55 m.p.h./55 m.p.h. has cut down the death rate/55 m.p.h. speed limit has caused people to have less accidents/ (9%)
 03. DRUNK DRIVING LAWS - I would say the stricter alcohol laws/laws on drunk drivers are stricter here/the new alcohol laws against driving drunk/tougher drunk drivers laws/ (8%)
 04. CRACK DOWN ON DRUNK DRIVERS - cracking down on drunk drivers/there is more of a watch on drunk drivers/cracking down on driving while drinking/more strict on drunk driving/ (4%)
 05. ENFORCEMENT OF DRUNK DRIVING LAWS - stricter enforcement on drunk drivers/enforcement of the D.W.I. laws/stronger police enforcement of drunk driving/ (4%)
 06. FEWER DRUNK DRIVERS/DRUGGED DRIVERS - there wasn't as many drunk drivers on the road/less drinking and driving/getting the drunk drivers off the road/people are smoking less pot/ (5%)
 07. PUBLIC CONCERN/DRUNKEN DRIVING - more talk about drinking and driving/an awareness of the public to drinking while driving/people are cutting down on driving after having too much to drink/the crusade against drunken drivers/drunk driving groups, like M.A.D.D./ (2%)
 08. RAISING THE DRINKING AGE - raising the drinking age/taking liquor away from teens/many states raised the drinking age/raising the drinking age to 19/they raised the drinking age, that lowered the number of drunk drivers on the road/ (2%)
 09. SAFETY BELTS/CAR SEATS - people are using their seat belts more than they used to/I have been seeing a lot more people using their seat belts/because of seat belts/the news telling people to wear safety belts/infant car seats required by law/ (7%)
 10. MORE LAW ENFORCEMENT/ENFORCEMENT OF 55 M.P.H. LIMIT - there's been more law enforcement/police enforcement of the regulations/starting to control traffic better/stricter enforcement of driving laws/enforcement of the speed limit/cops are giving more tickets/tighter enforcement of the 55 m.p.h. speed limit/ (7%)
 11. THE ECONOMY - with more people unemployed, they are unable to buy gas/economics, no money to drive/less people on the road now because of money/it costs more to get crashed cars fixed/people don't have money to take trips anywhere/ (3%)

Question 21 continued

12. PRICE OF GAS/GAS SHORTAGE - price of fuel, people can't afford to drive as much/people can't afford the gas/people are out of gas because of gas being so high/the lack of gas/people drove conservative to save gas/ (4%)
13. REDUCED TRAFFIC/LESS DRIVING - less density of cars on the road/people aren't driving as much because of the oil shortage/people are driving less/people driving less and putting less miles on the car/car pooling/ (4%)
14. DRIVERS ARE CAREFUL - people drive more defensively/people are more careful and are safer drivers/people are becoming more alert/people are more careful now because cars are becoming more expensive to fix/ (6%)
15. PEOPLE DRIVE SLOWER - people driving slower speeds, more accident consciousness/people are driving a little bit slower/people travel at lower speeds/ (3%)
16. PUBLIC AWARENESS/EDUCATION - people taking defensive driving/better education of drivers/a lot of national publicity about safer driving/people benefit from hearing about accidents/more awareness of driving habits/people are more aware of safety/more awareness of driving hazards/public awareness to accidents has improved significantly/ (4%)
17. SAFER CARS - making the automobile safer/smaller engines in the cars/concentration on safety in cars/cars have been built safer/safer cars, there is a lot less old junk on the roads/all the new cars coming in with new automatic safety belts that flip on with the door/ (1%)
18. STRICTER LAWS - stricter traffic laws/tough laws/stricter laws being imposed/pushing more safety regulations/the new law/tougher laws about speeding and so forth/more speeding laws slowing up trucks/stiffer penalties/ (2%)
19. WEATHER/ROAD CONDITIONS - we had a milder winter/not as much ice and snow/road conditions/bad roads, lower speed/snow falling more and less people driving/ (1%)
20. MORE POLICE ON THE ROADS - definitely the increase in the police/more patrols on the highway/more police out stopping reckless and drunken drivers/ (*%)
21. INSURANCE REQUIREMENTS - insurance requirements/the large demand on car insurance/ (*%)
22. OTHER (1%)
23. DON'T KNOW/NO ANSWER (8%)
-

22. Do you drink alcoholic beverages -- even occasionally -- or are you a total abstainer?

Yes (CONTINUE).....	1	(63%)
Total abstainer (TO 34).....	2	(37%)
Don't know/no answer.....	3	(*%)

23. Think for a moment about your own personal driving habits over the past year. Trying to be as honest as you can, how frequently would you say you drive within one hour of drinking an alcoholic beverage? (READ ALTERNATIVES)

Daily.....	1	(1%)
2 to 6 times a week.....	2	(4%)
Once a week.....	3	(6%)
Once every two weeks.....	4	(3%)
Once a month.....	5	(7%)
About 4-6 times a year.....	6	(7%)
About once or twice a year.....	7	(12%)
Never (ASK 24 ONLY, THEN SKIP TO 33).....	8	(61%)
Don't know/no answer.....	9	(*%)

24. And, one year ago, how frequently would you say you drove within one hour of drinking an alcoholic beverage? (READ RESPONSES)

Daily.....	1	(1%)
2 to 6 times a week.....	2	(4%)
Once a week.....	3	(6%)
Once every two weeks.....	4	(3%)
Once a month.....	5	(6%)
About 4-6 times a year.....	6	(7%)
About once or twice a year.....	7	(12%)
Never.....	8	(61%)
Don't know/no answer.....	9	(1%)

25. And would you say your frequency of drinking within one hour of driving has changed significantly over the past year?

Yes (TO 26).....	1	(30%)
Unsure (TO 27).....	2	(70%)
No (TO 27).....	3	--

IF "YES" IN QUESTION 25, ASK:

26. And what are one or two reasons why you feel that way?
(PROBE: PLEASE TELL ME MORE ABOUT THAT)
01. STRICTER D.W.I. LAWS - our stiffer drunk driving laws/
laws are tougher/the new D.W.I. law that enforces 48
hours in jail/they are cracking down on laws for drunk
drivers/ (21%)
 02. DON'T DRINK AS MUCH - I slowed down a lot on my drinking/
I have cut down a lot on my drinking/I consume much less
alcohol/I am drinking less than I used to/ (15%)
 03. AM OLDER/MORE MATURE - I'm just getting older and thinking
more about it/getting older, more cautious/as you get a
little older, you slow down/I am older and more mature/ (6%)
 04. MORE RESPONSIBILITY - more responsibility, I am thinking
of the safety of myself and my family/I am more safety
conscious, I've got a child now/care about my kids/ (6%)
 05. DON'T GO OUT AS MUCH - I don't go out as much, I usually
drink at home/I don't go much anymore/married and didn't
party as much/we don't go out very often/my social activ-
ities have become less/ (6%)
 06. MORE AWARE - I am more aware of the effects of drinking
and driving/I'm more aware of it being dangerous/aware-
ness of drunk drivers/ (4%)
 07. GREATER DANGER OF ACCIDENTS - accidents I've heard about/
accidents around me/I realize the greater danger of acci-
dents and I've become a better driver/more aware of acci-
dents relating to drunk drivers/ (7%)
 08. DON'T DRINK AND DRIVE - don't drink and drive that much/I
don't believe in drinking and driving/don't drink as often
just before driving/I just have my wife drive me/I try not
to drink when I'm driving/ (9%)
 09. AFRAID/DON'T FEEL SAFE - I'm afraid/drunken drivers scare
me/don't feel safe anymore/ (5%)
 10. HAVE BEEN CAUGHT - got caught drinking and driving/I don't
have a license and I have been arrested for drunken driv-
ing/I had a close call/ (2%)
 11. MONEY - my income has changed significantly/money/I can't
afford to go out to clubs or parties as much anymore/ (2%)
 12. MEDICAL REASONS - I've got medical problems...the doctor
told me not to drink/I didn't drink last year because I
was pregnant/ (2%)

Question 26 continued

- | | | |
|-----|---|-------|
| 13. | <u>PERSONAL/BUSINESS REASONS</u> - I've had a lot of personal problems/I've got a steady girl friend and she tends to affect my judgment/if I take customers out or not, that makes it change | (3%) |
| 14. | <u>GO OUT MORE OFTEN</u> - I go out more often/more social occasions/go to more social affairs and different functions/ | (5%) |
| 15. | <u>DO IT MORE NOW</u> - I do it more now/I've been drinking lately/ | (1%) |
| 16. | <u>LIFE STYLE</u> - because of my life style/changed my life style/ | (1%) |
| 17. | <u>SAFETY EDUCATION</u> - safety education, films seen at work/ | (1%) |
| 18. | <u>OTHER</u> | (2%) |
| 19. | <u>DON'T KNOW/NO ANSWER</u> | (2%) |

Now I'm going to list several places where people drink, and then occasionally find themselves having to drive home within an hour of having a drink. For each one, please tell me how frequently you personally have had to drive home from that place after drinking within one hour.

27a. Bars/taverns

PROMPT: HOW FREQUENTLY HAVE
YOU PERSONALLY HAD TO DRIVE
HOME FROM A BAR OR TAVERN AFTER
DRINKING WITHIN ONE HOUR --

- | | |
|--------------------------------|-------|
| More than once a week.....1 | (3%) |
| About once a week.....2 | (13%) |
| One or two times a month.....3 | (15%) |
| Less than once a month.....4 | (9%) |
| One or two times a year.....5 | (24%) |
| Never.....6 | (34%) |
| Don't know/no answer.....7 | (1%) |

27b. Restaurants
(PROMPT IF NECESSARY)

- | | |
|--------------------------------|-------|
| More than once a week.....1 | (3%) |
| About once a week.....2 | (6%) |
| One or two times a month.....3 | (15%) |
| Less than once a month.....4 | (8%) |
| One or two times a year.....5 | (27%) |
| Never.....6 | (40%) |
| Don't know/no answer.....7 | (1%) |

27c. Cocktail lounges

PROMPT: HOW FREQUENTLY HAVE YOU
PERSONALLY HAD TO DRIVE HOME FROM
A COCKTAIL LOUNGE AFTER DRINKING
WITHIN ONE HOUR --

More than once a week.....	1	(1%)
About once a week.....	2	(7%)
One or two times a month.....	3	(9%)
Less than once a month.....	4	(4%)
One or two times a year.....	5	(17%)
Never.....	6	(60%)
Don't know/no answer.....	7	(1%)

27d. Other people's homes
(PROMPT IF NECESSARY)

More than once a week.....	1	(3%)
About once a week.....	2	(7%)
One or two times a month.....	3	(18%)
Less than once a month.....	4	(13%)
One or two times a year.....	5	(37%)
Never.....	6	(20%)
Don't know/no answer.....	7	(1%)

27e. Private party held in a public place,
such as a hotel or banquet hall.
(PROMPT IF NECESSARY)

More than once a week.....	1	(1%)
About once a week.....	2	(2%)
One or two times a month.....	3	(5%)
Less than once a month.....	4	(5%)
One or two times a year.....	5	(37%)
Never.....	6	(50%)
Don't know/no answer.....	7	(1%)

27f. Sporting events
(PROMPT IF NECESSARY)

More than once a week.....	1	(1%)
About once a week.....	2	(2%)
One or two times a month.....	3	(5%)
Less than once a month.....	4	(3%)
One or two times a year.....	5	(17%)
Never.....	6	(72%)
Don't know/no answer.....	7	(1%)

27g. Drinking in my car
(PROMPT IF NECESSARY)

More than once a week.....	1	(4%)
About once a week.....	2	(2%)
One or two times a month.....	3	(6%)
Less than once a month.....	4	(3%)
One or two times a year.....	5	(7%)
Never.....	6	(77%)
Don't know/no answer.....	7	(1%)

28. Think for a moment about a situation in which you drive within one hour of having had too much to drink. In your own estimation, if you did this 100 times, how many times would you be caught and punished?
(RECORD EXACT RESPONSE)

0	(20%)
1	(16%)
2	(9%)
3	(3%)
4	(1%)
5	(6%)
7	(*)
9	(*)
10	(8%)
12	(*)
15	(1%)
18	(*)
20	(2%)
25	(3%)
30	(1%)
33	(1%)
40	(1%)
50	(9%)
70	(1%)
95	(*)
99	(1%)
100	(4%)
Don't know/no answer	(16%)

29. How high would the number have to be in order for you to decide not to drive after having had too much to drink?

(RECORD EXACT RESPONSE)

0	(6%)
1	(48%)
2	(4%)
3	(5%)
4	(2%)
5	(3%)
6	(3%)
8	(*%)
9	(*%)
10	(4%)
12	(*%)
15	(1%)
20	(1%)
25	(1%)
30	(1%)
35	(*%)
40	(*%)
45	(*%)
50	(4%)
51	(*%)
55	(*%)
80	(1%)
90	(*%)
99	(*%)
100	(2%)
Don't know/no answer	(15%)

30. Have you personally made any efforts to reduce the number of times you have driven after drinking too much in the past 6 months?

Yes (TO 31).....1 (49%)
 No (TO 33).....2 (49%)
 Don't know.....3 (2%)

IF "YES" IN QUESTION 30, ASK:

What have you done? (DO NOT READ, CHECK EACH THAT APPLIES)
 (FOR EACH MENTIONED, ASK: Is that something you have started to do recently? RECORD BELOW IN THIRD AND FOURTH COLUMNS FOR EACH ACTION MENTIONED.)

	Q. 31		Q. 32		Don't Know
	Mentioned	Not Mentioned	Recently Yes	No	
a) Don't drink alcoholic beverages	19%	81%	15%	7%	79%
b) Limit the number of drinks	38%	62%	26%	12%	62%
c) Eat food	5%	95%	3%	5%	93%
d) Drink some alcoholic beverages and some non-alcoholic beverages	3%	97%	1%	4%	95%
e) Stop drinking at a predetermined time	15%	85%	7%	9%	84%
f) Had someone else drive home	36%	64%	23%	14%	63%
g) Took a taxi/public transportation	3%	97%	2%	4%	95%
h) Test self for own alcohol level	1%	99%	--	3%	97%
i) Stayed overnight	4%	96%	4%	3%	94%
j) Drank coffee	4%	96%	3%	3%	94%
k) Diluted drinks	1%	99%	1%	3%	97%
l) Other (SPECIFY) _____	13%	87%	11%	5%	84%

33. How can you tell when you have had too much to drink to drive safely?
 (DO NOT READ, RECORD RESPONSES ONLY -- DO NOT PROBE)

	<u>Mentioned</u>	<u>Not Mentioned</u>
a) Number of drinks	12%	88%
b) Slurred speech	5%	96%
c) Weaving/staggering	8%	92%
d) Personality change, such as very talkative, loud, aggressive, very quiet, etc.	6%	94%
e) Can't stand up	3%	97%
f) Sleepy	5%	95%
g) General behavior	8%	92%
h) Passed out	1%	99%
i) Can just tell (nothing specific)	8%	92%
j) Can't tell	6%	94%
k) Other (SPECIFY)	19%	81%

I am going to read you a statement. Please indicate whether you agree or disagree --

34. "Except for alcoholics and persons with real drinking problems, few people drive after drinking too much to drive safely."

IF CHOICE MADE, ASK: _____	And do	Agree/strongly.....1	(18%)
you feel strongly about that?		Agree.....2	(10%)
		Unsure (DO NOT READ).....3	(6%)
		Disagree.....4	(17%)
		Disagree/strongly.....5	(49%)

35. About how many miles did you personally drive during the past 12 months?

0-1,000.....1	(14%)
1,200-5,000.....2	(21%)
6,000-10,000.....3	(19%)
11,000-15,000.....4	(18%)
16,000 and over.....5	(22%)
Don't know/no answer.....6	(7%)

36. About how many miles do you drive in an average week day (Monday-Friday)?

0-10.....	1	(27%
12-29.....	2	(19%
30-69.....	3	(23%
70 and over.....	4	(28%
Don't know/no answer.....	5	(3%

37. About how many miles do you drive on an average weekend (Saturday-Sunday)?

0-10.....	1	(28%
11-20.....	2	(14%
21-50.....	3	(27%
Over 50.....	4	(27%
Don't know/no answer.....	5	(4%

38. How many automobile trips have you taken in the last year that were over 200 total miles?

0-1.....	1	(39%
2-4.....	2	(33%
5 and over.....	3	(27%
Don't know/no answer.....	4	(1%

39. Is this more or less than the year before?

More.....	1	(19%
Unsure (DO NOT READ).....	2	(2%
No difference (DO NOT READ).....	3	(45%
Less.....	4	(34%

40. In what month and year was the last trip you took which was over 200 total miles?

Year of Last 200 Mile Trip

None	3%
Before 1980	8%
1980	3%
1981	7%
1982	47%
1983	28%
Don't know/no answer	4%

Season of Last 200 Mile Trip

None	3%
Fall/Winter	54%
Spring/Summer	36%
Don't know/no answer	6%

41. How many people were in the car on that trip?

1.....	1	(13%
2.....	2	(34%
3.....	3	(16%
4 or more.....	4	(35%
Don't know/no answer.....	5	(3%

42. Do you think you and your family drove more in 1982 than you did in 1981, or less in 1982 than you did in 1981?

More (TO 43-1).....	1	(33%)
Less (TO 43-2).....	2	(36%)
The same (TO 44).....	3	(30%)
Unsure (DO NOT READ)(TO 44)....	4	(2%)

IF "MORE" IN QUESTION 42, ASK:

43-1 And why did your family drive more in 1982?

- | | |
|--|-------|
| 01. <u>VACATION</u> - because of our whole family going on vacation/ we took a vacation/we went on our vacation/we just drove on vacation instead of flying/took vacation to another state/ | (10%) |
| 02. <u>MORE/LONG TRIPS</u> - took more trips/we went on a lot of trips/ took long trips in 1982/we took a 6000 mile trip/more frequent short trips/ | (12%) |
| 03. <u>NEW JOB LOCATION</u> - change in job, I used to live where I worked/we went more to Atlantic City because of new job/ I'm commuting for a job now/my office moved further away/ new location for my job/ | (11%) |
| 04. <u>BUSINESS TRIPS</u> - mostly business trips/I took the family with me more on business trips/my business required it/ working out of town now/more business-related trips/ | (7%) |
| 05. <u>VISITING FAMILY/FRIENDS</u> - our son moved to Kansas and we go to see him quite a lot/more relatives that live further away/my children have moved to different states and I go to visit them/we visited more friends/ | (7%) |
| 06. <u>ILLNESS/DEATH</u> - we had to drive 120 miles to see my mother-in-law in the hospital/because of illness/lot of sickness in immediate family/had to make several trips to the hospital/had death in family, needed to travel/ | (5%) |
| 07. <u>MORE PLACES TO GO</u> - we had more places to go/went more places last year/we went different places/going to more places now than in past years/ | (5%) |
| 08. <u>MORE TIME</u> - had more time off/we had more time to travel/ more time off from the job/my husband retired and we had more time to go places/have more time to travel/ | (3%) |
| 09. <u>LOWER GAS PRICES</u> - the lowering of gas prices in 1982/gas was little bit cheaper last year/the price of gasoline went down/ | (3%) |

Question 43-1 continued

10. MORE DRIVERS IN FAMILY - we had more drivers in the family/
we have a third driver, our son got his license/more people
in the family drive now/ (3%)
11. MORE MONEY - we made more money/we could afford it/had more
money to travel/financially better off/I went back to work
and we had more money/ (3%)
12. BOUGHT SECOND CAR - we acquired another car/we got another
car/we bought an additional car/we bought a second car/ (1%)
13. COLLEGE - taking kids back and forth to college/my daughter
went off to college/more trips to college/I went to school
30 miles away every day that year/ (4%)
14. TRAVELED MORE - we were traveling more/we spent the last
summer traveling quite a bit/went away more/we decided to
travel all over the world/ (4%)
15. CHILDREN OLDER/MORE ACTIVITIES - kids are older and they go
more places/kids are older and have a greater demand for
transportation/we were involved in more youth activities/ (3%)
16. MORE TO DO - more things to do/more family gatherings/doing
more things/family things coming up/ (2%)
17. MORE FAMILY MEMBERS - my family was larger then/more work-
ing members in the family/more of us/there were more people
in the family/more family members/ (2%)
18. MORE OPPORTUNITIES - more opportunity to travel/more oppor-
tunities and invitations to do more things/we had more
opportunity to go/we just had more social engagements than
the year before/ (1%)
19. CAMPER/MOTOR HOME - we have a camper now/we bought a motor
home and have taken more vacations/we bought a motor home
...we are seeing the U.S./ (1%)
20. WIFE/CHILDREN WORKING - my wife took a job and had to drive
about 70 miles per day/because my kids have jobs/ (1%)
21. MORE ERRANDS/VOLUNTEER WORK - I have more errands to run
than I used to/more running around/more volunteer work/ (2%)
22. GOT LICENSE - I got my license/my brother and I got our
licenses/I just received my license/ (1%)
23. CAR POOL - my children go to Catholic school and I have to
drive them/I drive a car pool, drive children to school 10
miles away/ (1%)

Question 43-1 continued

- | | | |
|-----|--|-------|
| 24. | <u>HAD OWN CAR</u> - we had our own car and didn't have to borrow/
I owned my car that time so I drove a lot then/ | (2%) |
| 25. | <u>JUST HAPPENED THAT WAY</u> - it just happened that way/it was
just the way things happened/just coincidence/ | (1%) |
| 26. | <u>GUT OF COUNTRY IN 1981</u> - in 1981 we lived in Korea and
weren't many places to drive/we were in England in '81/ | (*%) |
| 27. | <u>OTHER</u> | (1%) |
| 28. | <u>DON'T KNOW/NO ANSWER</u> | (6%) |

IF "LESS" IN QUESTION 42, ASK:

43-2 And why did your family drive less in 1982?

- | | | |
|-----|--|-------|
| 01. | <u>GAS PRICES/AUTO EXPENSES</u> - cost of gas/the gas price going
up/high-priced gas/I'm cutting back on use of the car be-
cause of the high cost of gas and maintenance of the car/
cost of operating a vehicle/we can't afford the gas/ | (16%) |
| 02. | <u>TOOK FEWER/NO TRIPS</u> - we took less long distance trips/
took less family trips/we haven't taken the trips that
we had previously/didn't take any trips/we went several
places the year before/we took a long trip in '81 and
didn't in '82/ | (10%) |
| 03. | <u>ECONOMY</u> - the high prices of everything/with the economy
like it is, we just couldn't afford to/cost, expensive for
food, gas and lodging/the money was tighter/the economy/ | (7%) |
| 04. | <u>ELDERLY/RETIRED</u> - we're getting older and don't have the
energy/I'm 70 years old, so I don't drive as much as I
used to/I'm retired and I can't see too well/we're both
retired now and don't have to drive to work/ | (6%) |
| 05. | <u>NO/LESS MONEY</u> - no dough, no go/there was no money for gas-
oline/income was lower/ain't got no money to go nowhere/we
had a lot less money in 1982/no money/ | (5%) |
| 06. | <u>NO VACATION/LESS VACATION TIME</u> - didn't take a vacation/
couldn't afford a vacation/we had less vacation time last
year/a combination vacation was planned closer to home/
I didn't have as much vacation time/ | (4%) |
| 07. | <u>DIDN'T GO ANYWHERE/NOWHERE TO GO</u> - we just didn't have any
places to go/we had no reason to go any place/just don't
go much anymore/just don't go anywhere/just sit home a lot/ | (5%) |

Question 43-2 continued

08. PREFER NOT TO/PERSONAL LIFE STYLE - lack interest, didn't go anywhere/didn't feel like going anywhere/life style/cut down on driving, I'm tired of driving/I didn't choose to drive as much/we got in a rut and didn't take off on weekends as much/ (3%)
09. FAMILY ILLNESS - family illness/my husband was in the hospital/I was taking care of my mother and she was very sick/my husband was injured at work/my wife is not well/I was taking care of a sick aunt/ (3%)
10. PERSONAL HEALTH - open-heart surgery and didn't go around too much/I was in the hospital a couple of months/my health, my wife can't drive and I was ill/eye problems/ (2%)
11. NO TIME/BUSY WORKING - we both had jobs and were working and didn't have time to take a trip/I was too busy to go anywhere/lack of time/no free time/ (3%)
12. ALTERED WORKING CONDITIONS - because of changing working conditions/husband worked different hours/it was harder for me to get out of work/my girl friend don't have weekends off anymore/schedule of my job/ (2%)
13. LESS JOB-RELATED DRIVING - not as much business trips as 1981/I was a salesperson in 1981/I used to be a driver at my job...no longer am at that job/my job doesn't require as much this year/ (2%)
14. USE TRAIN/PLANE - we have more money and fly more/our vacation was different, we took a plane in '82/I go on the train a lot now/we fly most of the time/we take a train or plane/ (3%)
15. CLOSER TO WORK/TOWN NOW - I work in town now/moved closer to our job/I live closer to work/we live closer to town/ (3%)
16. UNEMPLOYED - we were unemployed in the year 1981/I quit work so I don't leave the house as much/I was laid off from work/husband was unemployed/ (2%)
17. CAR TROUBLE/NO CAR - we had trouble with the car/I don't have a car so I only drive a rental car or a borrowed car/our car gets bad mileage/my car was getting old/the family owned less vehicles in 1982/ (4%)
18. FAMILY CLOSER NOW - my daughter lives closer now/we all live closer together/the family moved closer to me/I moved closer to my family/ (3%)
19. DIDN'T VISIT RELATIVES - I didn't go and visit my relatives as much/I didn't go visit my son who lives about 400 miles from here round trip/we did not have the opportunity to visit family as much/ (2%)

Question 43-2 continued

20. PERSONAL CIRCUMSTANCES - personal reasons/I don't drive anymore/it was a complicated year, we had a lot of personal problems/I was overseas in 1982/we got a pool so we don't go anymore/ (3%)
21. DON'T GO OUT AS MUCH - just the two of us and we don't go out much anymore/we were doing something every weekend in 1981 and in 1982 we quit/didn't go out as much last year/ we don't go as much because it is hazardous to drive around in the traffic/we went to more concerts the year before/ (3%)
22. SCHOOL-RELATED MENTIONS - my daughter started college/I am working for a master degree and am really saving/my wife is in school/my son has graduated from college so we have stopped making the trips to see him/ (2%)
23. FAMILY CHANGES - I got divorced/in 1981 I was pregnant/my wife was pregnant at the time/new baby, we were not able to more around much/my father passed away/I lost my wife in '82 and I don't feel like going places anymore/ (3%)
24. RIDE SHARING/FUEL CONSERVATION - I car pool now/rearranged work schedule where my wife and I ride together/I share my driving with other people/my son-in-law drives us on trips/ we're conserving on gas/ (1%)
25. NO REASON (1%)
26. OTHER (1%)
27. DON'T KNOW/NO ANSWER (3%)

44. In general, have your driving habits --
trip length, where you drive, when
you drive, how you drive -- changed
in the last year?

Yes (TO 45 & 46).....1	(30%)
Unsure (DO NOT READ)(TO 47)....2	(70%)
No (TO 47).....3	--

IF "YES" IN QUESTION 44, ASK:

45. In what way have your driving habits changed?

01. MORE CAUTIOUS - I've become more cautious/I am a lot more careful/I'm more observant and cautious than I used to be/ more precaution toward other drivers now/I'm more cautious of people around us/ (19%)
02. DRIVE SLOWER - I have slowed down more/slowed way down/ drive slowly, more content with the speed limit/I don't drive as fast as I used to/ (10%)

Question 45 continued

03. DRIVE LESS - I drive less/I'm not driving as much as I was/don't drive as much because don't work much/I've joined a car pool so don't drive to work everyday now/ (16%)
04. DEFENSIVE DRIVING - driving more defensively/more defensive driver/we moved into a new area and have to drive more defensively/try to drive more defensively/ (7%)
05. DRIVE MORE - I'm driving more/I drive a lot more/I am driving more highway miles than a year ago/ (7%)
06. USE SEAT BELT - I use the seat belt always now/started wearing seat belts/I use seat belts more/ (3%)
07. AVOID DRINKING - less frequency of drinking/I don't drink at all anymore/stop drinking and driving/avoid driving when I drink/don't drink anymore/ (3%)
08. MORE AWARE/ALERT - I'm more aware of what's going on around us/I'm more aware of other people than I used to be/I'm more aware of the way I drive/we have to be much more alert/I trained myself to be more alert/ (7%)
09. OBSERVE SPEED LIMIT - obeying speed limit/I'm more abiding with the speed law/drive speed limit/ (2%)
10. CHILDREN IN CAR - addition of child makes me more cautious/I travel with children now/I've become more concerned with the safety of my children/cautious because of little children in the car/ (3%)
11. AWARE OF OTHER DRIVER - I watch other people a whole lot more/I watch the other person more/more cautious of other people's driving/really watch out for people who drive crazy/ (3%)
12. SAFETY CONSCIOUS - improved safety habits/I'm more conscious of safety/took a defensive course class and now am more aware of my driving/ (3%)
13. OLDER/MORE CAREFUL - getting older makes you more careful/when you get older you drive a little different/ (2%)
14. AFFECTED BY WEATHER CONDITIONS - I refuse to drive on ice anymore/I'm more careful in weather conditions now/dictated by the weather/if the weather is bad, I don't drive/ (1%)
15. SHORTER TRIPS - shorten my trips, get more things when I go to town/do more errands in one trip/I try to take as little number of trips as possible/ (3%)
16. NOT DRIVING - not driving/I didn't like driving so I let my license expire/I don't have the ability to drive anymore/ (1%)

Question 45 continued

17. LONGER/MORE TRIPS - only use it for long trips/longer trips/
my husband retired and we take more trips in the country/ (2%)
18. MORE DAYTIME DRIVING - more daytime driving/I changed from
driving at night to day/we try not to drive at night/ (1%)
19. CHANGED RESIDENCE/JOB - we moved to the country/we just
moved to a better town/I moved to a different community/
I've changed jobs/ (2%)
20. BETTER/NEW CAR - I got a better car/I bought a new car/ (1%)
21. NERVOUS/TENSE - I am more nervous to get on the highway/I
notice when you get tense it affects your driving/ (*%)
22. OTHER (2%)

IF "YES" IN QUESTION 44, ASK:

46. And why did you change your driving habits?
01. WORK RELATED - change in occupation/my new job is closer
for me/my employment is further away now/more business
so we need to drive more/ (7%)
02. SCHOOL RELATED - I started back to school/I go to a closer
school now/because I'm no longer in school/ (2%)
03. OUT OF WORK - I got laid off/don't have a job/ (2%)
04. CHILDREN - I have had children/young children to protect/
my children are very important to me/our children/ (10%)
05. MATURITY/WISDOM - just wised up/that goes with age/I be-
came more settled and got older/it comes with age/you
just get older and wiser/ (5%)
06. OLD AGE/RETIRED - just getting to old/because we have re-
tired/because we're old/as I get older, my responses
diminish/ (8%)
07. COST/ECONOMY - no money/cost factors/more car pooling/for
economic reasons/the economy/bad economy condition/ (5%)
08. ACCIDENT/SELF - I had an accident/I had a wreck on my mo-
torcycle/wrecked two Corvettes and one other car/I have
realized after being in an accident just how many turkeys
are out there/I had an accident and learned from it/ (7%)

Question 46 continued

09. ACCIDENT/FAMILY/FRIENDS - my friend was in a car accident and was injured badly/an accident in the family/my father was killed in an auto accident/ (3%)
10. AWARE/AVOID ACCIDENTS - seen too many accidents/more aware of the accidents/so many accidents you hear about/trying to avoid accidents/had a few close calls lately/ (6%)
11. OTHER DRIVERS - more drunk drivers on road/the people don't seem to look where they're going/to protect myself from those aggressive drivers/more bad drivers on the road now/drive for yourself and other person too/ (5%)
12. GOT CAUGHT - I got a speeding ticket/I got so many tickets and lost my license two times/my last DWI got my attention/I was very embarrassed about being arrested/ (3%)
13. LAW CHANGES - speed limit change/the new laws/they raised the ticket prices/tougher laws on drunk drivers/ (2%)
14. SAFETY/LESS DANGEROUS - for my own safety/I feel safer/personal safety and safety of others on the road/it's safer/danger involved/ (6%)
15. INCREASED PUBLICITY/AWARENESS - all the programs about drunk driving/knowledge through publicity/more awareness of possible outcomes/I'm more aware, the whole public is more aware/ (4%)
16. MOVED - I changed residence/we moved/I live in Manhattan now and sold my car/ (2%)
17. TRAFFIC - more traffic/too many cars on the highway/don't like the traffic congestion/ (1%)
18. DIFFERENT CAR - I have a car I can depend on/got a new car/changed cars/I got a 502/ (3%)
19. SPECIFIC PRESENTATION - defensive driving class/because of that telephone call a year ago about seat belts/in that class I saw the bad points of my driving/saw a film on seat belt use/ (1%)
20. TO STAY ALIVE - just to stay alive/I want to live/was putting my life in jeopardy/ (2%)
21. DRIVE LESS - just not traveling as much/we stay at home/flew more in the last year/ (2%)
22. DRIVE MORE/MORE TRIPS - more long distance trips/I drive more/ (1%)

Question 46 continued

23. DON'T DRIVE MUCH - I hate driving/never did drive that much/
don't drive anymore/don't need to drive/easier to ride the
bus/ (2%)
24. PERSONAL/FAMILY REASONS - I have care of my mother who is
ill/I have been sick/my children are in school and I have
more time/I began staying home and raising a family rather
than working/I was saved/ (7%)
25. OTHER (4%)
26. DON'T KNOW/NO ANSWER (1%)

47. Now think back to the period between
Thanksgiving and New Year's -- last
year, that is, 1982. Did you use your
car more than during the previous holiday
season, or less than during the previous
holiday season?

- More (TO 48-1).....1 (17%)
Less (TO 48-2).....2 (34%)
The same (TO 49).....3 (45%)
Unsure (DO NOT READ)(TO 49)....4 (4%)

IF "MORE" IN QUESTION 47, ASK:

48-1 And why did your family use your car more this holiday
season than the previous one?

01. VISITING RELATIVES - we went to visit my sister more/my
daughter lives out of state/we went to visit family/we
visited relatives more/our family lives farther away/ (24%)
02. TOOK A TRIP - because we took a trip to Indiana/we took
a trip to Georgia during the holidays/we traveled East
for Christmas/went out of town/ (16%)
03. VISITING/VISITING FRIENDS - we did more visiting this holi-
day season/we went visiting with holiday guests/more people
to see/we were visiting friends/some of our friends moved
close enough to drive to/ (14%)
04. MORE PLACES TO GO - more places to go/there was more to do
this year/we had more parties to attend/more to do/because
we went out more to different places/ (8%)
05. JOB RELATED - I got a part-time job/I had to work/I have
a new job and drive to Jersey City every weekend/I was
further from my job last season/ (4%)

Question 48-1 continued

06. SHOPPING - more shopping trips/went shopping more/I had more shopping to do this holiday season/ (5%)
 07. SCHOOL RELATED - I was in school and was driving back and forth/because I go to school/more college trips/ (2%)
 08. MEDICAL RELATED - because I went to the doctor more/because my wife was hospitalized and I was going back and forth to see her/ (3%)
 09. BETTER WEATHER - the weather was nicer so we went on more trips/the weather was better/ (2%)
 10. MORE TIME/MONEY - more free time/we weren't as busy so we had time to go to more social outings/I was not working and I had more time for useless trips/my husband was off on weekends/I had more money/ (5%)
 11. OUT-OF-TOWN GUESTS - we had out-of-town company and went out more/because we had out-of-town guests and we took them out showing them around/my sister was visiting and went to take her sightseeing/ (1%)
 12. MORE/BETTER CARS - we had an additional car to use/better car/our car was working this season/we only had one car and now we have two, so we're both driving/ (4%)
 13. MOVED - we were in the process of moving to Idaho/I moved/ we moved during the holiday season/ (2%)
 14. MORE DRIVERS - more people could drive in the family/more people driving/I had my license/ (2%)
 15. MARITAL STATUS - because I was single/change of marital status/ (1%)
 16. OTHER (5%)
 17. DON'T KNOW/NO ANSWER (2%)
-

IF "LESS" IN QUESTION 47, ASK:

48-2 And why did your family use your car less this holiday season than the previous one?

01. STAYED HOME - we didn't go any place/we stayed home this year/just didn't/I just don't go anywhere/family stayed home more this year/we just celebrate at home/ (21%)
02. OTHERS CAME HERE - company came over/everybody came to our house for the holidays/my mother came here instead of our going there/it was my turn to have everyone/rotating family Christmas/ (9%)
03. TOO EXPENSIVE - we were broke/cutting back to save money/money shortage/too expensive/the poor economic situation/less money to go places/ (7%)
04. STAYED LOCAL - we didn't go away on a trip/I stayed in the local area/didn't go out of town/we just went a block/we just stayed with neighbors/ (6%)
05. FAMILY ILLNESS/ACCIDENTS - I was in traction for 6 months/we were both sick/we had some colds/I broke my leg/Mom was ill/ (6%)
06. FAMILY CLOSER NOW - family a couple of miles away from home/our family was pretty close by/the family was a lot closer than before/most of our family has moved closer to us/ (3%)
07. LESS SOCIALIZING - we didn't go out as much/wasn't no one at home/I don't have as much demand socially/attend less social events/I didn't have anywhere to go/ (5%)
08. WORKED/LESS TIME - wife worked/my job changed and I put in more hours/had to work on the holidays/I have a business and cannot leave it/I didn't have time this year/ (6%)
09. CAR PROBLEMS/NO CAR - I did not have my car the previous year/the way my car uses up gas/I had an accident and we were without a vehicle for a short while/car trouble/ (2%)
10. TRAFFIC FEARS - too much holiday traffic/accidents increase during the holiday season/so many people on the road who have been drinking/traffic in Florida was bad/ (5%)
11. WEATHER CONDITIONS - we couldn't get out of town because of bad weather/I don't like to drive through the snow/weather conditions/there was a blizzard/ (4%)
12. GAS PRICES/PROBLEMS - because of the gas problem/the higher gas prices/gas prices too high/cost of gas/ (3%)
13. TOOK A PLANE/TRAIN/BUS - we flew instead of drove to be with our family/I went on a plane/we rode the bus/went on a train/ (2%)

Question 48-2 continued

- | | | |
|-----|---|-------|
| 14. | <u>DIDN'T VISIT FAMILY/TOO FAR</u> - we didn't go to see my family/didn't go visiting any relatives/didn't make the usual visit to my parents/didn't go to my brother's house/away from my family and relatives/daughters are farther away/ | (3%) |
| 15. | <u>UNEMPLOYED</u> - lack of employment/I was unemployed this year/my husband was laid off/I quit work/ | (1%) |
| 16. | <u>ELDERLY/RETIRED</u> - too old to go anymore/we're retired/it's due to my age/ | (2%) |
| 17. | <u>CHANGED SHOPPING HABITS</u> - I didn't take long shopping trips/I shopped earlier/didn't drive around Christmas shopping as much/we have been shopping by mail/I don't shop with my wife anymore/do less shopping/ | (1%) |
| 18. | <u>OTHERS DROVE</u> - someone else drove/traveled with son and his family/a friend driving instead of myself/traveled with other people/ | (1%) |
| 19. | <u>NOT HOME</u> - we were out of state/stayed in New York all through the holidays/we were in California/I was overseas and didn't drive much/ | (1%) |
| 20. | <u>DEATH IN FAMILY</u> - my mother died/death in family/I was by myself due to my husband passing away/ | (1%) |
| 21. | <u>ALTERED LIFE STYLE</u> - married this year/I was pregnant/the baby was just born a week before Christmas/we moved/we relocated from the North to the South/ | (2%) |
| 22. | <u>OTHER</u> | (2%) |
| 23. | <u>DON'T KNOW/NO ANSWER</u> | (4%) |

49. Have you ever heard of Mothers Against Drunk Drivers, or MADD?

Yes (TO 50-1 & 50-2).....1	(85%)
Unsure (DO NOT READ)(TO 52)....2	(2%)
No (TO 52).....3	(14%)

IF "YES" IN QUESTION 49, ASK:

50-1 And can you tell me what MADD is or what they are trying to do?

01. PREVENT DRUNKEN DRIVING - trying to keep hard-core drinkers off the road/trying to get drunk drivers off the road - P.T.A. is for them/prevent drunk drivers to keep them off the street/trying to stop drunk drivers from getting back on the road/trying to get drunks off the highway/ (31%)
02. WANT STRONG LAWS - organization trying to strengthen drunk driving laws/to get legislation passed to get drunk drivers off the road/to get better laws against drunk driving/ their objective is to get more laws passed to be harder on drunk drivers/a group of mothers getting together trying to get stiffer legislation against drunk drivers/ (16%)
03. WANT SEVERE PENALTIES - they are trying to get stricter penalties against drivers convicted of manslaughter due to drunk driving/they are trying to get stiffer fines and jail sentences for drunk drivers/the people involved are getting more severe punishment for drunk drivers/ they need stronger punishments/ (11%)
04. PERSONALLY AFFECTED/DRUNK DRIVERS - an organization started by a woman whose son was killed by a drunk driver/they all have had a child killed in a car accident/a group started because children were killed by drunk drivers/parents of maimed children/mothers who have had their children killed by drunk drivers, and they try to console other victims/ (7%)
05. REDUCE DRINKING-RELATED DEATHS/ACCIDENTS - prevent people driving when drunk and people getting killed/trying to keep drunk drivers off the road so that they will not kill the children/trying to decrease the number of highway deaths/trying to cut down on drunk driving deaths/ lower number of accidents/ (5%)
06. STRICTER ENFORCEMENT - trying to enforce strict laws against D.W.I./stricter enforcement of drunk driving laws/trying to convict drunk drivers/ (7%)
07. STOP DRINKERS FROM DRIVING - trying to keep people who drive off the roads/trying to put a stop to folks driving and drinking/they formed a group to keep people from drinking and driving/attempting to get the drinkers out from behind the wheel of a car/ (4%)
08. AGAINST DRUNK DRIVERS - their efforts are against drunk drivers/control drunk drivers in this nation/getting the state to crack down on drunk drivers/women striking back at drunk drivers/against drunk drivers/complaining about drunk driving/angry at drunk drivers/ (6%)

Question 50-1 continued

- 09. EDUCATE PUBLIC - to make people more aware of drunk drivers/
trying to develop a groundswell against drunk driving/
they are trying to bring the public some education/make
drunk drivers more aware of the punishments they will
receive/educate young people not to drink and drive/ (3%)
- 10. JAIL SENTENCES FOR D.W.I. - they are trying to get manda-
tory jail sentences for drunk drivers/put drunk drivers
in jail for 48 hours and if they have had an accident
and killed...put them in prison/ (1%
- 11. SAW MOVIE/PUBLICITY - I saw a movie about them a few
weeks ago/all I know is what I saw on T.V. about them/
seen a headline in the newspaper about that/I've just
heard of them/ (3%
- 12. RAISE DRINKING AGE/STOP TEEN DRUNKS - enforcing laws for
teens not to drive during or after drinking/keep kids
under 25 from drinking/get those kids off the road/
they are trying to have the drinking age raised/ (1%
- 13. OTHER (*%
- 14. DON'T KNOW/NO ANSWER (4%

IF "YES" IN QUESTION 49, ASK:

50-2 Do you think Mothers Against
Drunk Drivers is succeeding?

Yes (TO 51).....1 (55%
 Unsure (DO NOT READ)(TO 52)....2 (36%
 No (TO 52).....3 (9%

IF "YES" IN QUESTION 50-2, ASK:

51. And in your own words, what are one or two reasons why you
feel that way?

- 01. NEW/STRICTER LAWS - passed new drunk driving laws/laws in
Colorado have gotten stricter partly due to this organiza-
tion/just passed tougher laws here/we've had tougher
drunk driving laws passed in the past year/ (20%
- 02. PUBLICITY - they get lots of publicity here/in advertising/
from hearing a lot about them on the news/hear more about
it/they've gotten more publicity/they are getting more
publicity than before/ (9
- 03. PUBLIC AWARENESS - bringing awareness to the problem/
people are paying more attention to the problem/people
are becoming more aware of the dangers of drunk drivers/
more people are aware of the problem/ (15'

Question 51 continued

04. STIFFER/INCREASED PENALTIES - in New York state there's a real push to get stiffer penalties/forcing the states to pass stiffer legislation against drunk drivers/drunk drivers are getting tougher sentences and more fines/you get jailed for the first drunk driving offense now in Pennsylvania/ (6%)
05. TELEVISION PRESENTATION - I happened to see their televised drama last week/I watched it on TV and I think they have expanded/I saw the movie last week/through the media/more known, especially on the media/ (4%)
06. ENFORCING D.W.I. LAWS - police are really enforcing drunk driving laws/more arrests and convictions are being made/in Seattle they are really cracking down on anyone caught drinking and driving/ (5%)
07. WHAT I'VE SEEN/READ/HEARD - I'm hearing on news and in the paper/more publicity in newspapers/they're introducing their program to the media/from what I've read they've been successful/ (6%)
08. RECOGNITION OF ORGANIZATION - recognition/they are succeeding because they are getting a lot of attention/getting more recognition now/ (5%)
09. PERSONAL EXPERIENCES - because of my own experience/she had a friend lose her life because of drinking/there's been drunk drivers in my neighborhood/we were hit by a drunk/we had a few kids killed by drunk drivers in this area/ (3%)
10. GROWING/EFFECTIVE - more public involvement/they are doing what they set out to do/more and more people becoming involved in this issue/they put on a good campaign/they've got more people joining now/ (5%)
11. FEWER DRUNKEN DRIVERS/ACCIDENTS - number of accidents due to alcohol has dropped/looking at the obituaries you can tell it's much less/less people on the road that are drunk/less accidents because of drunk drivers/getting many off the streets/ (3%)
12. DOING A GOOD JOB - they are getting the message across/it's very valuable, accomplish a lot/strong lobby and determination of them/people are paying more attention to the problems/it is a good cause that people are willing to support/ (6%)
13. DON'T LIKE DRUNK DRIVERS - they've got to crack down on drunk drivers/don't think drunk drivers should be on the road/too many drinking drivers/drunk drivers hurt innocent bystanders than they hurt themselves/ (3%)

Question 51 continued

14. NEED STRONGER PUNISHMENT - it's better but the punishment isn't hard enough still/people are still getting away with drunk driving and killing people without a harsh punishment/some just get away scot-free/ (2%)
15. NEED EDUCATION - "any" education in the public the better the chances are of getting results to the problem/good way to run them off the road - by educating others of the problem/educating lot of people/a lot of people who drink and drive are educated and through education they realize not to drive and drink/ (1%)
16. PARENTAL REACTION - concern for their kids/lots of mothers and fathers who are complaining about drunk drivers now/ I've got children and would hate to see them get hit by a drunk driver/the mothers are upset about their kids and relatives being injured and killed/ (2%)
17. NEED MORE TIME/SCOPE - it has helped but they need more time/they are not reaching enough to many judges and police/hasn't been a major change so far but their future looks hopeful/still have a long way to go/ (1%)
18. NEEDLESS DEATHS/ACCIDENTS - it will stop deaths/seeing wrecks with young children involved/if they take someone's life they should be punished for it/they're just killing a lot of innocent people/ (1%)
19. PROBLEM DRINKING - alcoholism is a problem/our society drinks too much/I don't believe in drinking/ (1%)
20. TRY HARDER/GET INVOLVED - feel that people should try harder/if they can do something about drunk drivers they should at least try/not enough people involved/ (*%)
21. TAKING A STAND - people are speaking up for what's going now/I hear peer groups are concerned about drunken driving by talking about it/ (*%)
22. LEGISLATIVE ALLIES - they are complaining to the law about the drunk drivers/we have some bills in town and legislature - they will probably get passed/ (1%)
23. BENEFITS ALL - it might make driving safer/it benefits everyone/well safety of all of us/ (1%)
24. MAKING AN IMPRESSION - it seems like it's hitting home/ children seem to be getting the message/you can tell the difference between the ones who are driving now than one year ago/ (1%)

Question 51 continued

25. SERIOUS MATTER - it's such a serious problem/it's a very serious thing and people listen to it/don't see how you can live with it if you killed a child/ (1%)
26. OTHER (*%)
27. DON'T KNOW/NO ANSWER (2%)

52. Which of the following best describes your use of safety belts compared to a year ago? (READ LIST)

- | | |
|--|------------|
| 1) I use them significantly more than I used to. | <u>9%</u> |
| 2) I use them slightly more than I used to. | <u>10%</u> |
| 3) I use them about the same. | <u>72%</u> |
| 4) I use them slightly less than I used to. | <u>3%</u> |
| 5) I use them significantly less than I used to. | <u>4%</u> |
| 6) Don't know/no answer | <u>2%</u> |

IF "SIGNIFICANTLY MORE" OR "SLIGHTLY MORE" IN QUESTION 52, ASK:

53. And what are one or two reasons why you are using safety belts more than you used to?

01. TO BE SAFER - I believe they are safer/safety reasons, they work/because they save lives/to cut down on injuries/to protect myself more/I'm becoming brainwashed that they might be a little safer/it makes me feel more safe/trying to be more careful/they save lives/ (16%)
02. FOR CHILDREN - have more children in the car since I drive them all to school/concern for my children/my children use them now/mostly for my son, to protect him/had a son, it really makes you more cautious in everything you do/I'm starting a family/children need to be in a safety harness always/ (11%)
03. MORE CRAZY/DRUNK DRIVERS - I've noticed crazier people out there on the road/more people are speeding and drinking/because of all the drunk drivers/don't trust other drivers/there are more bad drivers on the road/ (8%)

Question 53 continued

04. PERSONAL EXPERIENCE/WRECKS - I had to stop quickly and my five year old lost several of her front teeth/I was in an accident and my seat belt saved me/I didn't have them in my truck when I wrecked it - I chipped my front teeth on the steering wheel/got a knee injury I don't think I would have if I had had on my seat belt/my wife had a serious accident/ (9%)
05. GOOD/NEWER CAR DESIGN - I have a buzzer in my car which reminds me to fasten my seat belts/I have a new car and they are built right into it/my car will not start without the seat belts fastened/I have a new car and it's easier and more convenient/we got a new car with good seat belts/ (7%)
06. PUBLICITY/FILMS - publicity/the advertisements/articles in paper/I saw on TV if you use seat belts it's safer/ seeing safety films at work/the campaigns going on here - ads on TV/we are deluged with it/ (8%)
07. MORE AWARE - more of an awareness of the importance of using them/I'm just more aware of the risks than I was a year ago/I think about it more/a little more awareness of the chance of being in an accident/I am more aware of the harm it does the older I get/ (9%)
08. TRAFFIC PROBLEMS/ROAD CONDITIONS - because of the problem of traffic congestion/there are curves and hills, more hazardous conditions/the traffic problems are more severe/ the roads are in much worse condition than they ever have been/more people on the roads driving/there are more and more accidents happening everyday/ (4%)
09. WITNESSED ACCIDENTS/SEEN VICTIMS - I've seen a lot of accidents where people are getting thrown into the windshield/ I have witnessed a few accidents that people were hurt in/ I work in an ambulance and I've seen what happened/I see accidents all the time and they scare me/ (4%)
10. FORMING HABIT - I'm trying to train myself to use it/getting used to them/trying to get into the habit of using safety belts/it's more of a habit with me now/ (3%)
11. OTHERS WANT ME TO - my kids make sure I do/good advice from a friend/my husband has encouraged me to/the person I ride with always is encouraging me to/ (6%)
12. MORE DRIVING/LONGER TRIPS - I do more driving/because of the long distance trips I have to take to school/we have been taking more long trips/I'm driving more and taking longer trips/ (5%)

Question 53 continued

13. NEW CAR/LESS SAFE CAR - I have a small car and I don't feel as safe in it/I'm now driving faster cars/when I got my new car I said I would use them and I do/the foreign cars don't have enough metal around them/a Jeep and it is known to be easily flipped/ (3%)
14. ATTITUDE CHANGE - getting older, more sense/not in a rush getting into my vehicle/I'm a little more mature/more concerned about my life/I've just calmed down/ (3%)
15. SET EXAMPLE/TEACH CHILDREN - I'm trying to set a good example for my children/so children will use them/to set an example for the kids/my son took drivers ed course and I'm helping teach him how to drive/I have two little ones to set an example for/ (3%)
16. CHILDREN'S CAR SEATS - because of the grandchildren - even if I just go a block, I have one question - will I get a ticket if I don't have my grandchildren in a car seat/I put my baby into a car seat now and so I just go ahead and put myself in a seat belt too/ (1%)
17. OTHER (1%)

IF "SLIGHTLY LESS" OR "SIGNIFICANTLY LESS" IN QUESTION 52, ASK:

54. And what are one or two reasons why you are using safety belts less than you used to?
01. UNCOMFORTABLE - I am a short person and the seat belt comes across my neck and it's very uncomfortable/they are very uncomfortable/I think we should be able to fit the seat belts to everyone's different sized bodies/I don't think I can move as well in them/pain in the neck, uncomfortable/ (11%)
02. JUST HABIT/BROKE HABIT - I broke that habit and I never remember to wear them/I fell out of the habit and I just never remember/just got into the habit of not buckling up/ (13%)
03. QUIT TAKING LONG TRIPS - I only take short trips/take fewer trips/it's just a short distance to work/I don't go as far anymore/I take shorter trips/ (10%)
04. NOT SAFE - my life was saved when I didn't wear one/they couldn't get the lady out of the car, they had to saw it apart/I have a friend who died in an automobile accident because he couldn't get his seat belts off/my last auto accident, I had my belt on then and had a hell of a time getting it off/ (8%)
05. JUST LAZY - I don't bother to/just lazy/ (8%)

Question 54 continued

- 06. TOO MUCH TROUBLE - nuisance, inconvenient/it's a hassle to hook up/they are too much trouble to dig out from behind the seat/ (8%)
- 07. BROKEN BELTS/NO BELTS - have an old car and it doesn't have seat belts/my safety belts are broken/lost in the seats/the belts in my car are old and don't work right anymore/ (8%)
- 08. IN A HURRY/DON'T TAKE TIME - always in a hurry, don't take time/I never take the time to think about it/I'm always in a hurry to get in and out of my car/ (4%)
- 09. DON'T LIKE TYPE/PREFER OTHER TYPE - I would be strongly in favor of a harness instead of seat belts/I don't like the shoulder harness/ (4%)
- 10. NOT EFFECTIVE/NO NEED - I don't believe they help you any/I didn't feel I needed them/ (3%)
- 11. DRIVE LESS - don't drive as much as I used to/driving less since I fell and I'm also older/ (1%)
- 12. SPECIFIC MENTIONS - because I'm pregnant/I only wear seat belts in bad weather/only use when have younger children in car/ (3%)
- 13. NEVER USE THEM (10%)
- 14. OTHER (3%)
- 15. DON'T KNOW/NO ANSWER (6%)

55. Do you have any children 5 years and under in your household?

Yes (TO 56).....1 (22%)
 No (TO 57).....2 (78%)

IF "YES" IN QUESTION 55, ASK:

56. How often are children 5 and under in your household fastened into infant carriers or child safety seats -- all the time, most of the time, sometimes, or almost never?

All the time.....1 (57%)
 Most of the time.....2 (15%)
 Sometimes.....3 (11%)
 Almost never.....4 (15%)
 Don't know/no answer.....5 (1%)

57. What do you believe is the most frequent cause of death among persons under age 35? Is it... (READ ALTERNATIVES)

Heart attack.....	1	(7%)
Cancer.....	2	(3%)
Other disease.....	3	(3%)
Alcohol-related traffic accidents.....	4	(52%)
Other traffic accidents.....	5	(30%)
Don't know/no answer.....	6	(6%)

58. How many cigarettes do you smoke a day -- (READ ALTERNATIVES)

Don't smoke cigarettes.....	1	(71%)
Less than 1/2 pack.....	2	(7%)
1/2 to less than 1 pack.....	3	(6%)
1 pack or more.....	4	(16%)

59. How often do you visit the dentist to have your teeth checked? (READ ALTERNATIVES)

Every 6 months.....	1	(41%)
Every year.....	2	(30%)
Every 2 years or more.....	3	(8%)
Only when something bothers me.....	4	(19%)
Don't know/no answer.....	5	(2%)

60. Do you jog, cycle, swim or exercise regularly at least twice a week?

Yes.....	1	(59%)
No.....	2	(41%)

61. Within the past three years, have you undertaken any other activities or taken other actions on your own to maintain or improve your health?

Yes.....	1	(59%)
No.....	2	(41%)

Now, just a few final questions for statistical purposes only --

62. What is your age, please?

18-24.....	1	(13%)
25-34.....	2	(28%)
35-44.....	3	(20%)
45-54.....	4	(13%)
55-64.....	5	(13%)
65 and over.....	6	(13%)

63. What is the last grade of school
you completed? (READ LIST)

Less than high school.....1	(11%)
High school graduate.....2	(37%)
Some college.....3	(27%)
College graduate.....4	(25%)

64. Of the following types of work,
which one describes what the head
of the household does?
(READ LIST)

Self-employed.....1	(16%)
White-collar.....2	(27%)
Blue-collar.....3	(24%)
Government worker.....4	(9%)
Farmer/rancher.....5	(2%)
Not in the labor force (student, housewife, retired).....6	(17%)
Unemployed.....7	(4%)
Other (SPECIFY).....8	(1%)
Don't know/no answer.....9	(1%)

65. Which of the following best describes
where you live? (READ ALTERNATIVES)

In a big city.....1	(19%)
In the suburbs around a big city.....2	(29%)
In a small city.....3	(22%)
In a town or village.....4	(17%)
In the country.....5	(13%)
Don't know/no answer.....6	(*%)

66. Sex (BY OBSERVATION)

IF FEMALE, ASK: And are you
employed outside the home?

Male.....1	(50%)
Female/stays at home.....2	(24%)
Female/works outside the home.....3	(26%)

201

INTERVIEW SCHEDULE IN FIELD ORDER

(PANEL)

PANEL
(N=201)INTERVIEWER _____
TARRANCE & ASSOCIATES
PERSONAL/CONFIDENTIALSTUDY # 2017
TIME STARTED _____
TIME ENDED _____
FINANCE _____
CODING _____

Hello, I'm _____ of Tarrance & Associates, a national research firm located in Houston. May I speak with _____?

As you may recall, we spoke with you a year or two ago about topics relating to automobile safety. We'd like to ask you a few more questions and listen to your opinions as of today.

As you may know, there are many different things we can do to increase auto safety and decrease the number of injuries and deaths which result from auto accidents. Which of the following do you think would be most important in making driving safer? (READ LIST, ROTATE) And which do you think would be the second most important?

	Q.1 Most Important		Q.2 2nd Most Important	
	Aug. 1981	Mar. 1983	Aug. 1981	Mar. 1983
1. Less people drinking and driving	39%	67%	29%	20%
2. More people wearing seat belts	16%	16%	17%	35%
3. Requiring motorcyclists to wear helmets	10%	2%	15%	12%
4. Stricter enforcement of traffic laws	11%	10%	18%	21%
5. Safer cars	17%	5%	15%	12%
6. Don't know/no answer	6%	--	5%	*%

Note: * indicates less than 1%.

Now I'd like to get your opinions on several different issues relating to seat belts. First --

3.	How often do you wear seat belts when roads are wet, or snow and ice covered? (READ ALTERNATIVES)		Aug. <u>1981</u>	Mar. <u>1983</u>
	Always.....	1	32%	34%
	Most of the time.....	2	11%	14%
	Sometimes.....	3	19%	20%
	Never.....	4	36%	31%
	Don't know/no answer.....	5	1%	--

4.	How often do you wear seat belts on long trips? (READ ALTERNATIVES)			
	Always.....	1	35%	36%
	Most of the time.....	2	11%	16%
	Sometimes.....	3	18%	18%
	Never.....	4	36%	27%
	Don't know/no answer.....	5	--	1%

5.	How often do you wear seat belts on short trips around town? (READ ALTERNATIVES)			
	Always (TO 7).....	1	24%	24%
	Most of the time (TO 6).....	2	4%	9%
	Sometimes (TO 6).....	3	17%	17%
	Never (TO 6).....	4	55%	49%

IF "MOST OF THE TIME", "SOMETIMES", OR "NEVER" IN Q.5, ASK:

Do you agree or disagree with the following statement --

6.	"There's nothing anyone can do that would make me use seat belts all of the time."			
	Agree/strongly.....	1	22%	14%
	Agree.....	2	10%	20%
	Unsure (DO NOT READ).....	3	7%	6%
	Disagree.....	4	30%	29%
	Disagree/strongly.....	5	31%	31%

IF CHOICE MADE, ASK: And
do you feel strongly about
that?

And do you agree or disagree with the following statements --

7. "I'm quite sure I won't be in an auto accident because I drive defensively."
(PROMPT: DO YOU AGREE OR DISAGREE WITH THIS STATEMENT?)
- | | | |
|--|----------------------------|-------|
| | Agree/strongly.....1 | (12%) |
| | Agree.....2 | (10%) |
| | Unsure (DO NOT READ).....3 | (4%) |
| | Disagree.....4 | (27%) |
| | Disagree/strongly.....5 | (45%) |
-
- IF CHOICE MADE, ASK: And do you feel strongly about that?
- | | | |
|--|----------------------------|-------|
| | Agree/strongly.....1 | (58%) |
| | Agree.....2 | (28%) |
| | Unsure (DO NOT READ).....3 | (1%) |
| | Disagree.....4 | (5%) |
| | Disagree/strongly.....5 | (7%) |
-
8. "Wearing seat belts is like many other good health practices such as brushing your teeth and having regular medical check-ups."
(PROMPT: DO YOU AGREE OR DISAGREE WITH THIS STATEMENT?)
- | | | |
|--|----------------------------|-------|
| | Agree/strongly.....1 | (22%) |
| | Agree.....2 | (23%) |
| | Unsure (DO NOT READ).....3 | (1%) |
| | Disagree.....4 | (18%) |
| | Disagree/strongly.....5 | (36%) |
-
- IF CHOICE MADE, ASK: And do you feel strongly about that?
- | | | |
|--|----------------------------|-------|
| | Agree/strongly.....1 | (51%) |
| | Agree.....2 | (28%) |
| | Unsure (DO NOT READ).....3 | (6%) |
| | Disagree.....4 | (7%) |
| | Disagree/strongly.....5 | (8%) |
-
9. "People think they won't be in an accident because they are safe drivers in control of their car."
(PROMPT IF NECESSARY)
- | | | |
|--|----------------------------|-------|
| | Agree/strongly.....1 | (22%) |
| | Agree.....2 | (23%) |
| | Unsure (DO NOT READ).....3 | (1%) |
| | Disagree.....4 | (18%) |
| | Disagree/strongly.....5 | (36%) |
-
- IF CHOICE MADE, ASK: And do you feel strongly about that?
- | | | |
|--|----------------------------|-------|
| | Agree/strongly.....1 | (51%) |
| | Agree.....2 | (28%) |
| | Unsure (DO NOT READ).....3 | (6%) |
| | Disagree.....4 | (7%) |
| | Disagree/strongly.....5 | (8%) |
-
10. "People are more likely to put their seat belts on if they think that driving conditions are more dangerous than usual."
(PROMPT IF NECESSARY)
- | | | |
|--|----------------------------|-------|
| | Agree/strongly.....1 | (51%) |
| | Agree.....2 | (28%) |
| | Unsure (DO NOT READ).....3 | (6%) |
| | Disagree.....4 | (7%) |
| | Disagree/strongly.....5 | (8%) |
-
- IF CHOICE MADE, ASK: And do you feel strongly about that?
- | | | |
|--|----------------------------|-------|
| | Agree/strongly.....1 | (51%) |
| | Agree.....2 | (28%) |
| | Unsure (DO NOT READ).....3 | (6%) |
| | Disagree.....4 | (7%) |
| | Disagree/strongly.....5 | (8%) |
-

11. "I don't think seat belts work properly when they feel so loose around me when I fasten them."
(PROMPT IF NECESSARY)

IF CHOICE MADE, ASK:	And	Agree/strongly.....	1	(18%)
do you feel strongly about		Agree.....	2	(16%)
that?		Unsure (DO NOT READ).....	3	(13%)
		Disagree.....	4	(27%)
		Disagree/strongly.....	5	(26%)

Now I'd like to read you some statements about seat belts made by two people. Please tell me which one comes closest to your own opinion --

12. Mr. Jones feels that he can fulfill his responsibility to passengers in his car by asking them to fasten their seat belts and by driving carefully.

Mr. Smith feels that he can fulfill his responsibility to passengers in his car by making sure that they are covered under his auto insurance policy.

Who comes closest to your own opinion -- Mr. Jones or Mr. Smith?

IF CHOICE MADE, ASK:	And do	Mr. Jones/strongly.....	1	(49%)
you feel strongly about that?		Mr. Jones.....	2	(19%)
		Unsure (DO NOT READ).....	3	(5%)
		Mr. Smith.....	4	(15%)
		Mr. Smith/strongly.....	5	(11%)

13. Mr. Jones feels that he can fulfill his responsibility to passengers in his car by asking them to fasten their seat belts and by driving carefully.

Mr. Smith never asks passengers in his car to fasten their seat belts because he feels he would be imposing on them if he did so.

Who comes closest to your own opinion -- Mr. Jones or Mr. Smith?

IF CHOICE MADE, ASK:	And do	Mr. Jones/strongly.....	1	(54%)
you feel strongly about that?		Mr. Jones.....	2	(20%)
		Unsure (DO NOT READ).....	3	(4%)
		Mr. Smith.....	4	(12%)
		Mr. Smith/strongly.....	5	(10%)

14. Mr. Jones feels that the car's buzzer is a reminder to him to put on his seat belt.

Mr. Gray on the other hand just ignores the buzzer when he gets into his car and doesn't put his belt on.

Who comes closest to your own opinion

-- Mr. Jones or Mr. Gray?

	Mr. Jones/strongly.....1	(48%)
	Mr. Jones.....2	(19%)
	Unsure (DO NOT READ).....3	(2%)
	Mr. Gray.....4	(13%)
	Mr. Gray/strongly.....5	(17%)

15. Mr. Jones thinks that if he were in a serious auto accident and were using a safety belt his injuries would be less than if he wasn't wearing a safety belt.

Mr. Smith on the other hand feels that if he were in a serious auto accident and was wearing a safety belt his injuries would be more severe, therefore he doesn't wear his safety belt.

Who comes closest to your own opinion

-- Mr. Jones or Mr. Smith?

	Mr. Jones/strongly.....1	(60%)
	Mr. Jones.....2	(21%)
	Unsure (DO NOT READ).....3	(9%)
	Mr. Smith.....4	(3%)
	Mr. Smith/strongly.....5	(5%)

On another matter --

16. Mr. Johnson feels that it takes too much time and is too hard to remember to fasten his seat belt every time he sits down in his car, so he rarely uses them.

Mr. Davis feels that putting on seat belts is just like brushing his teeth or watching his diet, and it is worth the slight inconvenience it takes to fasten his seat belts every time he sits down in his car.

Who comes closest to your own opinion

-- Mr. Johnson or Mr. Davis?

	Mr. Johnson/strongly.....1	(11%)
	Mr. Johnson.....2	(15%)
	Unsure (DO NOT READ).....3	(4%)
	Mr. Davis.....4	(18%)
	Mr. Davis/strongly.....5	(51%)

17. Mr. Cooper does not wear seat belts because he thinks he is a good driver and won't be in an accident.

Mr. Lewis wears his seat belts because he isn't sure about the other drivers and just doesn't like to take chances.

Who comes closest to your own opinion
 -- Mr. Cooper or Mr. Lewis?

IF CHOICE MADE, ASK:	And do	Mr. Cooper/strongly.....1	(7%)
you feel strongly about that?		Mr. Cooper.....2	(9%)
		Unsure (DO NOT READ).....3	(5%)
		Mr. Lewis.....4	(21%)
		Mr. Lewis/strongly.....5	(57%)

And --

18. Mr. Thompson feels he has much less control over himself and his car when he drives with his seat belts on.

Mr. Evans feels he has much more control over himself and his car when he drives with his seat belts on.

Who comes closest to your own opinion
 -- Mr. Thompson or Mr. Evans?

IF CHOICE MADE, ASK:	And do	Mr. Thompson/strongly.....1	(15%)
you feel strongly about that?		Mr. Thompson.....2	(9%)
		Unsure (DO NOT READ).....3	(13%)
		Mr. Evans.....4	(17%)
		Mr. Evans/strongly.....5	(45%)

On another matter --

19. How much control do you feel you have in preventing your own involvement in automobile accidents? Do you feel you have...(READ ALTERNATIVES)

Almost total control.....1	(13%)
A lot of control.....2	(42%)
Some control.....3	(36%)
Very little control.....4	(6%)
Unsure (DO NOT READ).....5	(2%)

20. If you were involved in an auto accident, what do you feel would be the most likely cause? Would it be...(READ ALTERNATIVES)

1) Your own driving error	<u>3%</u>
2) A drunk driver	<u>23%</u>
3) Someone else's driving error	<u>42%</u>
4) A mechanical defect in the car	<u>1%</u>
5) Unavoidable bad luck	<u>4%</u>
6) Poor road conditions	<u>8%</u>
7) Poor weather conditions	<u>15%</u>
8) Don't know/no answer	<u>2%</u>

21. The total number of auto fatalities and the number of auto fatalities per mile driven dropped significantly last year. What do you think was the major cause for this drop? (INTERVIEWERS: DO NOT ACCEPT "DROVE LESS", "DIDN'T DRIVE AS MUCH." PROBE FOR OTHER ANSWERS)

- | | |
|--|-------|
| 01. <u>LOWER SPEED LIMIT</u> - just lowering the speed limit - that's the only reason/slower speed limit/lowering the speed limit did a lot of good/because of the drop in the speed limit/ | (18%) |
| 02. <u>55 M.P.H. SPEED LIMIT</u> - 55 m.p.h. limit is a good measure/reduction in speed from 65 to 55/speed limits not going over 55 m.p.h./55 m.p.h. has cut down the death rate/55 m.p.h. speed limit has caused people to have less accidents/ | (8%) |
| 03. <u>DRUNK DRIVING LAWS</u> - I would say the stricter alcohol laws/laws on drunk drivers are stricter here/the new alcohol laws against driving drunk/tougher drunk drivers laws/ | (10%) |
| 04. <u>CRACK DOWN ON DRUNK DRIVERS</u> - cracking down on drunk drivers/there is more of a watch on drunk drivers/cracking down on driving while drinking/more strict on drunk driving/ | (6%) |
| 05. <u>ENFORCEMENT OF DRUNK DRIVING LAWS</u> - stricter enforcement on drunk drivers/enforcement of the D.W.I. laws/stronger police enforcement of drunk driving/ | (2%) |
| 06. <u>FEWER DRUNK DRIVERS/DRUGGED DRIVERS</u> - there wasn't as many drunk drivers on the road/less drinking and driving/getting the drunk drivers off the road/people are smoking less pot/ | (1%) |
| 07. <u>PUBLIC CONCERN/DRUNKEN DRIVING</u> - more talk about drinking and driving/an awareness of the public to drinking while driving/people are cutting down on driving after having too much to drink/the crusade against drunken drivers/drunk driving groups, like M.A.D.D./ | (1%) |

Question 21 continued

08. SAFETY BELTS/CAR SEATS - people are using their seat belts more than they used to/I have been seeing a lot more people using their seat belts/because of seat belts/the news telling people to wear safety belts/infant car seats required by law/ (9%)
09. MORE LAW ENFORCEMENT/ENFORCEMENT OF 55 M.P.H. LIMIT - there's been more law enforcement/police enforcement of the regulations/starting to control traffic better/stricter enforcement of driving laws/enforcement of the speed limit/cops are giving more tickets/tighter enforcement of the 55 m.p.h. speed limit/ (6%)
10. THE ECONOMY - with more people unemployed, they are unable to buy gas/economics, no money to drive/less people on the road now because of money/it costs more to get crashed cars fixed/people don't have money to take trips anywhere/ (2%)
11. PRICE OF GAS/GAS SHORTAGE - price of fuel, people can't afford to drive as much/people can't afford the gas/people are out of gas because of gas being so high/the lack of gas/people drove conservative to save gas/ (1%)
12. REDUCED TRAFFIC/LESS DRIVING - less density of cars on the road/people aren't driving as much because of the oil shortage/people are driving less/people driving less and putting less miles on the car/car pooling/ (1%)
13. DRIVERS ARE CAREFUL - people drive more defensively/people are more careful and are safer drivers/people are becoming more alert/people are more careful now because cars are becoming more expensive to fix/ (6%)
14. PEOPLE DRIVE SLOWER - people driving slower speeds, more accident consciousness/people are driving a little bit slower/people travel at lower speeds/ (*%)
15. PUBLIC AWARENESS/EDUCATION - people taking defensive driving/better education of drivers/a lot of national publicity about safer driving/people benefit from hearing about accidents/more awareness of driving habits/people are more aware of safety/more awareness of driving hazards/public awareness to accidents has improved significantly/ (4%)
16. SAFER CARS - making the automobile safer/smaller engines in the cars/concentration on safety in cars/cars have been built safer/safer cars, there is a lot less old junk on the roads/all the new cars coming in with new automatic safety belts that flip on with the door/ (3%)
17. STRICTER LAWS - stricter traffic laws/tough laws/stricter laws being imposed/pushing more safety regulations/the new law/tougher laws about speeding and so forth/more speeding laws slowing up trucks/stiffer penalties/ (2%)

Question 21 continued

- | | | |
|-----|--|-------|
| 18. | <u>WEATHER/ROAD CONDITIONS</u> - we had a milder winter/not as much ice and snow/road conditions/bad roads, lower speed/snow falling more and less people driving/ | (1%) |
| 19. | <u>INSURANCE REQUIREMENTS</u> - insurance requirements/the large demand on car insurance/ | (*%) |
| 20. | <u>OTHER</u> | (*%) |
| 21. | <u>DON'T KNOW/NO ANSWER</u> | (12%) |
-
- | | | | |
|-----|--|---|-------|
| 22. | Do you drink alcoholic beverages -- even occasionally -- or are you a total abstainer? | | |
| | Yes (CONTINUE)..... | 1 | (68%) |
| | Total abstainer (TO 34)..... | 2 | (32%) |
-
- | | | | |
|-----|---|---|-------|
| 23. | Think for a moment about your own personal driving habits over the past year. Trying to be as honest as you can, how frequently would you say you drive within <u>one hour</u> of drinking an alcoholic beverage? (READ ALTERNATIVES) | | |
| | Daily..... | 1 | (1%) |
| | 2 to 6 times a week..... | 2 | (3%) |
| | Once a week..... | 3 | (9%) |
| | Once every two weeks..... | 4 | (2%) |
| | Once a month..... | 5 | (6%) |
| | About 4-6 times a year..... | 6 | (9%) |
| | About once or twice a year..... | 7 | (8%) |
| | Never (ASK 24 ONLY, THEN SKIP TO 33)..... | 8 | (61%) |
-
- | | | | |
|-----|--|---|-------|
| 24. | And, <u>one year ago</u> , how frequently would you say you drove within <u>one hour</u> of drinking an alcoholic beverage? (READ RESPONSES) | | |
| | Daily..... | 1 | (1%) |
| | 2 to 6 times a week..... | 2 | (5%) |
| | Once a week..... | 3 | (4%) |
| | Once every two weeks..... | 4 | (2%) |
| | Once a month..... | 5 | (7%) |
| | About 4-6 times a year..... | 6 | (8%) |
| | About once or twice a year..... | 7 | (10%) |
| | Never..... | 8 | (61%) |
-

25. And would you say your frequency of drinking within one hour of driving has changed significantly over the past year?

Yes (TO 26).....	1	(28%)
Unsure (TO 27).....	2	(72%)
No (TO 27).....	3	--

IF "YES" IN QUESTION 25, ASK:

26. And what are one or two reasons why you feel that way?
(PROBE: PLEASE TELL ME MORE ABOUT THAT)

- | | |
|--|-------|
| 01. <u>STRICTER D.W.I. LAWS</u> - our stiffer drunk driving laws/
laws are tougher/the new D.W.I. law that enforces 48
hours in jail/they are cracking down on laws for drunk
drivers/ | (27%) |
| 02. <u>DON'T DRINK AS MUCH</u> - I slowed down a lot on my drinking/
I have cut down a lot on my drinking/I consume much less
alcohol/I am drinking less than I used to/ | (9%) |
| 03. <u>MORE RESPONSIBILITY</u> - more responsibility, I am thinking
of the safety of myself and my family/I am more safety
conscious, I've got a child now/care about my kids/ | (9%) |
| 04. <u>DON'T GO OUT AS MUCH</u> - I don't go out as much, I usually
drink at home/I don't go much anymore/married and didn't
party as much/we don't go out very often/my social activ-
ities have become less/ | (9%) |
| 05. <u>MORE AWARE</u> - I am more aware of the effects of drinking
and driving/I'm more aware of it being dangerous/aware-
ness of drunk drivers/ | (9%) |
| 06. <u>DON'T DRINK AND DRIVE</u> - don't drink and drive that much/I
don't believe in drinking and driving/don't drink as often
just before driving/I just have my wife drive me/I try not
to drink when I'm driving/ | (14%) |
| 07. <u>HAVE BEEN CAUGHT</u> - got caught drinking and driving/I don't
have a license and I have been arrested for drunken driv-
ing/I had a close call/ | (5%) |
| 08. <u>MONEY</u> - my income has changed significantly/money/I can't
afford to go out to clubs or parties as much anymore/ | (5%) |

Question 26 continued

- 09. GO OUT MORE OFTEN - I go out more often/more social occasions/go to more social affairs and different functions/ (5%)
- 10. DO IT MORE NOW - I do it more now/I've been drinking lately/ (5%)
- 11. LIFE STYLE - because of my life style/changed my life style/ (5%)

Now I'm going to list several places where people drink, and then occasionally find themselves having to drive home within an hour of having a drink. For each one, please tell me how frequently you personally have had to drive home from that place after drinking within one hour.

27a. Bars/taverns

PROMPT: HOW FREQUENTLY HAVE YOU PERSONALLY HAD TO DRIVE HOME FROM A BAR OR TAVERN AFTER DRINKING WITHIN ONE HOUR --

- More than once a week.....1 (4%)
- About once a week.....2 (9%)
- One or two times a month.....3 (14%)
- Less than once a month.....4 (6%)
- One or two times a year.....5 (28%)
- Never.....6 (38%)

27b. Restaurants

(PROMPT IF NECESSARY)

- More than once a week.....1 (3%)
- About once a week.....2 (3%)
- One or two times a month.....3 (17%)
- Less than once a month.....4 (15%)
- One or two times a year.....5 (35%)
- Never.....6 (28%)

27c. Cocktail lounges

PROMPT: HOW FREQUENTLY HAVE YOU PERSONALLY HAD TO DRIVE HOME FROM A COCKTAIL LOUNGE AFTER DRINKING WITHIN ONE HOUR --

- More than once a week.....1 (--)
- About once a week.....2 (5%)
- One or two times a month.....3 (4%)
- Less than once a month.....4 (1%)
- One or two times a year.....5 (22%)
- Never.....6 (68%)

27d. Other people's homes
(PROMPT IF NECESSARY)

More than once a week.....1	(4%)
About once a week.....2	(9%)
One or two times a month.....3	(18%)
Less than once a month.....4	(13%)
One or two times a year.....5	(37%)
Never.....6	(19%)

27e. Private party held in a public place,
such as a hotel or banquet hall.
(PROMPT IF NECESSARY)

More than once a week.....1	(--)
About once a week.....2	(--)
One or two times a month.....3	(9%)
Less than once a month.....4	(4%)
One or two times a year.....5	(45%)
Never.....6	(42%)

27f. Sporting events
(PROMPT IF NECESSARY)

More than once a week.....1	(--)
About once a week.....2	(6%)
One or two times a month.....3	(5%)
Less than once a month.....4	(5%)
One or two times a year.....5	(12%)
Never.....6	(72%)

27g. Drinking in my car
(PROMPT IF NECESSARY)

More than once a week.....1	(1%)
About once a week.....2	(3%)
One or two times a month.....3	(--)
Less than once a month.....4	(1%)
One or two times a year.....5	(5%)
Never.....6	(90%)

28. Think for a moment about a situation in which you drive within one hour of having had too much to drink. In your own estimation, if you did this 100 times, how many times would you be caught and punished?
(RECORD EXACT RESPONSE)

0	(27%)
1	(14%)
2	(10%)
3	(3%)
4	(1%)
5	(4%)
9	(1%)
10	(4%)
20	(5%)
25	(5%)
30	(1%)
40	(1%)
50	(4%)
90	(1%)
99	(1%)
100	(6%)
Don't know/no answer	(10%)

29. How high would the number have to be in order for you to decide not to drive after having had too much to drink?
(RECORD EXACT RESPONSE)

0	(6%)
1	(59%)
2	(5%)
3	(4%)
4	(1%)
5	(3%)
6	(1%)
10	(5%)
20	(4%)
75	(3%)
80	(1%)
Don't know/no answer	(8%)

30. Have you personally made any efforts to reduce the number of times you have driven after drinking too much in the past 6 months?

Yes (TO 31).....	1	(40%)
No (TO 33).....	2	(59%)
Don't know.....	3	(1%)

IF "YES" IN QUESTION 30, ASK:

What have you done? (DO NOT READ, CHECK EACH THAT APPLIES)
(FOR EACH MENTIONED, ASK: Is that something you have started to do recently? RECORD BELOW IN THIRD AND FOURTH COLUMNS FOR EACH ACTION MENTIONED.)

	Q.31		Q.32		Don't Know
	Mentioned	Not Mentioned	Recently Yes	No	
a) Don't drink alcoholic beverages	10%	90%	6%	3%	90%
b) Limit the number of drinks	39%	61%	23%	16%	61%
c) Eat food	6%	94%	3%	3%	94%
d) Drink some alcoholic beverages and some non-alcoholic beverages	3%	97%	3%	--	97%
e) Stop drinking at a predetermined time	13%	87%	6%	6%	87%
f) Had someone else drive home	32%	68%	19%	13%	68%
g) Took a taxi/public transportation	3%	97%	3%	--	97%
h) Test self for own alcohol level	--	100%	--	--	100%
i) Stayed overnight	6%	94%	3%	3%	94%
j) Drank coffee	10%	90%	6%	3%	90%
k) Diluted drinks	--	100%	--	--	100%
l) Other (SPECIFY) _____	23%	77%	16%	6%	77%

33. How can you tell when you have had too much to drink to drive safely?
 (DO NOT READ, RECORD RESPONSES ONLY -- DO NOT PROBE)

	<u>Mentioned</u>	<u>Not Mentioned</u>
a) Number of drinks	11%	89%
b) Slurred speech	3%	97%
c) Weaving/staggering	12%	88%
d) Personality change, such as very talkative, loud, aggressive, very quiet, etc.	7%	93%
e) Can't stand up	1%	99%
f) Sleepy	3%	97%
g) General behavior	14%	86%
h) Passed out	*%	100%
i) Can just tell (nothing specific)	10%	90%
j) Can't tell	5%	95%
k) Other (SPECIFY)	14%	86%

I am going to read you a statement. Please indicate whether you agree or disagree --

34. "Except for alcoholics and persons with real drinking problems, few people drive after drinking too much to drive safely."

<u>IF CHOICE MADE, ASK:</u> And do you feel strongly about that?		
Agree/strongly.....	1	(13%)
Agree.....	2	(11%)
Unsure (DO NOT READ).....	3	(7%)
Disagree.....	4	(16%)
Disagree/strongly.....	5	(53%)

35. About how many miles did you personally drive during the past 12 months?

0-1,000.....	1	(14%)
1,200-5,000.....	2	(21%)
6,000-10,000.....	3	(26%)
11,000-15,000.....	4	(14%)
16,000 and over.....	5	(16%)
Don't know/no answer.....	6	(9%)

36. About how many miles do you drive in an average week day (Monday-Friday)?

0-10.....	1	(27%)
12-29.....	2	(17%)
30-69.....	3	(31%)
70 and over.....	4	(21%)
Don't know/no answer.....	5	(3%)

37. About how many miles do you drive on an average weekend (Saturday-Sunday)?

0-10.....	1	(36%)
11-20.....	2	(17%)
21-50.....	3	(23%)
Over 50.....	4	(22%)
Don't know/no answer.....	5	(1%)

38. How many automobile trips have you taken in the last year that were over 200 total miles?

0-1.....	1	(50%)
2-4.....	2	(28%)
5 and over.....	3	(22%)

39. Is this more or less than the year before?

More.....	1	(15%)
Unsure (DO NOT READ).....	2	(*%)
No difference (DO NOT READ)....	3	(45%)
Less.....	4	(40%)

40. In what month and year was the last trip you took which was over 200 total miles?

Year of Last 200 Mile Trip

Before 1980	6%
1980	<u>5%</u>
1981	<u>11%</u>
1982	<u>39%</u>
1983	<u>29%</u>
Don't know/no answer	<u>9%</u>

Season of Last 200 Mile Trip

Fall/Winter	54%
Spring/Summer	<u>35%</u>
Don't know/no answer	<u>11%</u>

41. How many people were in the car on that trip?

1.....	1	(7%)
2.....	2	(37%)
3.....	3	(19%)
4 or more.....	4	(29%)
Don't know/no answer.....	5	(7%)

42. Do you think you and your family drove more in 1982 than you did in 1981, or less in 1982 than you did in 1981?

More (TO 43-1).....1	(24%)
Less (TO 43-2).....2	(36%)
The same (TO 44).....3	(39%)
Unsure (DO NOT READ)(TO 44)....4	(1%)

IF "MORE" IN QUESTION 42, ASK:

43-1 And why did your family drive more in 1982?

- | | |
|--|-------|
| 01. <u>VACATION</u> - because of our whole family going on vacation/ we took a vacation/we went on our vacation/we just drove on vacation instead of flying/took vacation to another state/ | (8%) |
| 02. <u>MORE/LONG TRIPS</u> - took more trips/we went on a lot of trips/ took long trips in 1982/we took a 6000 mile trip/more frequent short trips/ | (10%) |
| 03. <u>BUSINESS TRIPS</u> - mostly business trips/I took the family with me more on business trips/my business required it/ working out of town now/more business-related trips/ | (6%) |
| 04. <u>VISITING FAMILY/FRIENDS</u> - our son moved to Kansas and we go to see him quite a lot/more relatives that live further away/my children have moved to different states and I go to visit them/we visited more friends/ | (8%) |
| 05. <u>ILLNESS/DEATH</u> - we had to drive 120 miles to see my mother-in-law in the hospital/because of illness/lot of sickness in immediate family/had to make several trips to the hospital/had death in family, needed to travel/ | (4%) |
| 06. <u>MORE PLACES TO GO</u> - we had more places to go/went more places last year/we went different places/going to more places now than in past years/ | (8%) |
| 07. <u>MORE TIME</u> - had more time off/we had more time to travel/ more time off from the job/my husband retired and we had more time to go places/have more time to travel/ | (4%) |
| 08. <u>LOWER GAS PRICES</u> - the lowering of gas prices in 1982/gas was little bit cheaper last year/the price of gasoline went down/ | (2%) |

Question 43-1 continued

09. MORE DRIVERS IN FAMILY - we had more drivers in the family/ we have a third driver, our son got his license/more people in the family drive now/ (2%)
10. MORE MONEY - we made more money/we could afford it/had more money to travel/financially better off/I went back to work and we had more money/ (2%)
11. BOUGHT SECOND CAR - we acquired another car/we got another car/we bought an additional car/we bought a second car/ (6%)
12. COLLEGE - taking kids back and forth to college/my daughter went off to college/more trips to college/I went to school 30 miles away every day that year/ (6%)
13. CHILDREN OLDER/MORE ACTIVITIES - kids are older and they go more places/kids are older and have a greater demand for transportation/we were involved in more youth activities/ (4%)
14. MORE TO DO - more things to do/more family gatherings/doing more things/family things coming up/ (2%)
15. MORE FAMILY MEMBERS - my family was larger then/more working members in the family/more of us/there were more people in the family/more family members/ (2%)
16. MORE OPPORTUNITIES - more opportunity to travel/more opportunities and invitations to do more things/we had more opportunity to go/we just had more social engagements than the year before/. (6%)
17. CAMPER/MOTOR HOME - we have a camper now/we bought a motor home and have taken more vacations/we bought a motor home ...we are seeing the U.S./ (2%)
18. WIFE/CHILDREN WORKING - my wife took a job and had to drive about 70 miles per day/because my kids have jobs/ (2%)
19. MORE ERRANDS/VOLUNTEER WORK - I have more errands to run than I used to/more running around/more volunteer work/ (2%)
20. CAR POOL - my children go to Catholic school and I have to drive them/I drive a car pool, drive children to school 10 miles away/ (2%)
21. JUST HAPPENED THAT WAY - it just happened that way/it was just the way things happened/just coincidence/ (4%)
22. OUT OF COUNTRY IN 1981 - in 1981 we lived in Korea and weren't many places to drive/we were in England in '81/ (2%)
23. DON'T KNOW/NO ANSWER (2%)
-

IF "LESS" IN QUESTION 42, ASK:

43-2 And why did your family drive less in 1982?

01. GAS PRICES/AUTO EXPENSES - cost of gas/the gas price going up/high-priced gas/I'm cutting back on use of the car because of the high cost of gas and maintenance of the car/cost of operating a vehicle/we can't afford the gas/ (17%)
02. TOOK FEWER/NO TRIPS - we took less long distance trips/took less family trips/we haven't taken the trips that we had previously/didn't take any trips/we went several places the year before/we took a long trip in '81 and didn't in '82/ (4%)
03. ECONOMY - the high prices of everything/with the economy like it is, we just couldn't afford to/cost, expensive for food, gas and lodging/the money was tighter/the economy/ (6%)
04. ELDERLY/RETIRED - we're getting older and don't have the energy/I'm 70 years old, so I don't drive as much as I used to/I'm retired and I can't see too well/we're both retired now and don't have to drive to work/ (8%)
05. NO/LESS MONEY - no dough, no go/there was no money for gasoline/income was lower/ain't got no money to go nowhere/we had a lot less money in 1982/no money/ (6%)
06. NO VACATION/LESS VACATION TIME - didn't take a vacation/couldn't afford a vacation/we had less vacation time last year/a combination vacation was planned closer to home/I didn't have as much vacation time/ (7%)
07. DIDN'T GO ANYWHERE/NOWHERE TO GO - we just didn't have any places to go/we had no reason to go any place/just don't go much anymore/just don't go anywhere/just sit home a lot/ (6%)
08. PREFER NOT TO/PERSONAL LIFE STYLE - lack interest, didn't go anywhere/didn't feel like going anywhere/life style/cut down on driving, I'm tired of driving/I didn't choose to drive as much/we got in a rut and didn't take off on weekends as much/ (6%)
09. FAMILY ILLNESS - family illness/my husband was in the hospital/I was taking care of my mother and she was very sick/my husband was injured at work/my wife is not well/I was taking care of a sick aunt/ (4%)
10. NO TIME/BUSY WORKING - we both had jobs and were working and didn't have time to take a trip/I was too busy to go anywhere/lack of time/no free time/ (4%)

Question 43-2 continued

11. ALTERED WORKING CONDITIONS - because of changing working conditions/husband worked different hours/it was harder for me to get out of work/my girl friend don't have week-ends off anymore/schedule of my job/ (3%)
 12. USE TRAIN/PLANE - we have more money and fly more/our vacation was different, we took a plane in '82/I go on the train a lot now/we fly most of the time/we take a train or plane/ (3%)
 13. UNEMPLOYED - we were unemployed in the year 1981/I quit work so I don't leave the house as much/I was laid off from work/husband was unemployed/ (4%)
 14. CAR TROUBLE/NO CAR - we had trouble with the car/I don't have a car so I only drive a rental car or a borrowed car/our car gets bad mileage/my car was getting old/the family owned less vehicles in 1982/ (4%)
 15. DIDN'T VISIT RELATIVES - I didn't go and visit my relatives as much/I didn't go visit my son who lives about 400 miles from here round trip/we did not have the opportunity to visit family as much/ (1%)
 16. PERSONAL CIRCUMSTANCES - personal reasons/I don't drive anymore/it was a complicated year, we had a lot of personal problems/I was overseas in 1982/we got a pool so we don't go anymore/ (3%)
 17. SCHOOL-RELATED MENTIONS - my daughter started college/I am working for a master degree and am really saving/my wife is in school/my son has graduated from college so we have stopped making the trips to see him/ (4%)
 18. FAMILY CHANGES - I got divorced/in 1981 I was pregnant/my wife was pregnant at the time/new baby, we were not able to move around much/my father passed away/I lost my wife in '82 and I don't feel like going places anymore/ (3%)
 19. RIDE SHARING/FUEL CONSERVATION - I car pool now/rearranged work schedule where my wife and I ride together/I share my driving with other people/my son-in-law drives us on trips/we're conserving on gas/ (3%)
 20. NO REASON (1%)
 21. OTHER (4%)
-

44. In general, have your driving habits --
trip length, where you drive, when
you drive, how you drive -- changed
in the last year?

Yes (TO 45 & 46).....	1	(29%)
Unsure (DO NOT READ)(TO 47)....	2	(71%)
No (TO 47).....	3	--

IF "YES" IN QUESTION 44, ASK:

45. In what way have your driving habits changed?

- | | |
|--|-------|
| 01. <u>MORE CAUTIOUS</u> - I've become more cautious/I am a lot more careful/I'm more observant and cautious than I used to be/more precaution toward other drivers now/I'm more cautious of people around us/ | (24%) |
| 02. <u>DRIVE SLOWER</u> - I have slowed down more/slowed way down/drive slowly, more content with the speed limit/I don't drive as fast as I used to/ | (6%) |
| 03. <u>DRIVE LESS</u> - I drive less/I'm not driving as much as I was/don't drive as much because don't work much/I've joined a car pool so don't drive to work everyday now/ | (22%) |
| 04. <u>DEFENSIVE DRIVING</u> - driving more defensively/more defensive driver/we moved into a new area and have to drive more defensively/try to drive more defensively/ | (4%) |
| 05. <u>DRIVE MORE</u> - I'm driving more/I drive a lot more/I am driving more highway miles than a year ago/ | (6%) |
| 06. <u>USE SEAT BELT</u> - I use the seat belt always now/started wearing seat belts/I use seat belts more/ | (4%) |
| 07. <u>AVOID DRINKING</u> - less frequency of drinking/I don't drink at all anymore/stop drinking and driving/avoid driving when I drink/don't drink anymore/ | (6%) |
| 08. <u>SAFETY CONSCIOUS</u> - improved safety habits/I'm more conscious of safety/took a defensive course class and now am more aware of my driving/ | (6%) |
| 09. <u>OLDER/MORE CAREFUL</u> - getting older makes you more careful/when you get older you drive a little different/ | (2%) |
| 10. <u>AFFECTED BY WEATHER CONDITIONS</u> - I refuse to drive on ice anymore/I'm more careful in weather conditions now/dictated by the weather/if the weather is bad, I don't drive/ | (6%) |
| 11. <u>SHORTER TRIPS</u> - shorten my trips, get more things when I go to town/do more errands in one trip/I try to take as little number of trips as possible/ | (2%) |

Question 45 continued

12. NOT DRIVING - not driving/I didn't like driving so I let my license expire/I don't have the ability to drive anymore/ (6%)
13. LONGER/MORE TRIPS - only use it for long trips/longer trips/my husband retired and we take more trips in the country/ (2%)
14. MORE DAYTIME DRIVING - more daytime driving/I changed from driving at night to day/we try not to drive at night/ (2%)
15. NERVOUS/TENSE - I am more nervous to get on the highway/I notice when you get tense it affects your driving/ (2%)
16. OTHER (2%)
17. DON'T KNOW/NO ANSWER (2%)

IF "YES" IN QUESTION 44, ASK:

46. And why did you change your driving habits?
01. WORK RELATED - change in occupation/my new job is closer for me/my employment is further away now/more business so we need to drive more/ (4%)
02. SCHOOL RELATED - I started back to school/I go to a closer school now/because I'm no longer in school/ (6%)
03. CHILDREN - I have had children/young children to protect/my children are very important to me/our children/ (4%)
04. MATURITY/WISDOM - just wised up/that goes with age/I became more settled and got older/it comes with age/you just get older and wiser/ (7%)
05. OLD AGE/RETIRED - just getting to old/because we have retired/because we're old/as I get older, my responses diminish/ (13%)
06. COST/ECONOMY - no money/cost factors/more car pooling/for economic reasons/the economy/bad economy condition/ (7%)
07. ACCIDENT/SELF - I had an accident/I had a wreck on my motorcycle/wrecked two Corvettes and one other car/I have realized after being in an accident just how many turkeys are out there/I had an accident and learned from it/ (4%)

Question 46 continued

08. AWARE/AVOID ACCIDENTS - seen too many accidents/more aware of the accidents/so many accidents you hear about/trying to avoid accidents/had a few close calls lately/ (2%)
09. OTHER DRIVERS - more drunk drivers on road/the people don't seem to look where they're going/to protect myself from those aggressive drivers/more bad drivers on the road now/drive for yourself and other person too/ (6%)
10. GOT CAUGHT - I got a speeding ticket/I got so many tickets and lost my license two times/my last DWI got my attention/I was very embarrassed about being arrested/ (6%)
11. LAW CHANGES - speed limit change/the new laws/they raised the ticket prices/tougher laws on drunk drivers/ (9%)
12. INCREASED PUBLICITY/AWARENESS - all the programs about drunk driving/knowledge through publicity/more awareness of possible outcomes/I'm more aware, the whole public is more aware/ (4%)
13. TRAFFIC - more traffic/too many cars on the highway/don't like the traffic congestion/ (6%)
14. SPECIFIC PRESENTATION - defensive driving class/because of that telephone call a year ago about seat belts/in that class I saw the bad points of my driving/saw a film on seat belt use/ (2%)
15. TO STAY ALIVE - just to stay alive/I want to live/was putting my life in jeopardy/ (2%)
16. DRIVE MORE/MORE TRIPS - more long distance trips/I drive more/ (4%)
17. DON'T DRIVE MUCH - I hate driving/never did drive that much/don't drive anymore/don't need to drive/easier to ride the bus/ (4%)
18. PERSONAL/FAMILY REASONS - I have care of my mother who is ill/I have been sick/my children are in school and I have more time/I began staying home and raising a family rather than working/I was saved/ (2%)
19. OTHER (6%)
20. DON'T KNOW/NO ANSWER (6%)
-

47. Now think back to the period between Thanksgiving and New Year's -- last year, that is, 1982. Did you use your car more than during the previous holiday season, or less than during the previous holiday season?

More (TO 48-1).....1	(13%)
Less (TO 48-2).....2	(32%)
The same (TO 49).....3	(53%)
Unsure (DO NOT READ)(TO 49)....4	(2%)

IF "MORE" IN QUESTION 47, ASK:

- 48-1 And why did your family use your car more this holiday season than the previous one?

- | | |
|--|-------|
| 01. <u>VISITING RELATIVES</u> - we went to visit my sister more/my daughter lives out of state/we went to visit family/we visited relatives more/our family lives farther away/ | (19%) |
| 02. <u>TOOK A TRIP</u> - because we took a trip to Indiana/we took a trip to Georgia during the holidays/we traveled East for Christmas/went out of town/ | (8%) |
| 03. <u>VISITING/VISITING FRIENDS</u> - we did more visiting this holiday season/we went visiting with holiday guests/more people to see/we were visiting friends/some of our friends moved close enough to drive to/ | (15%) |
| 04. <u>MORE PLACES TO GO</u> - more places to go/there was more to do this year/we had more parties to attend/more to do/because we went out more to different places/ | (12%) |
| 05. <u>JOB RELATED</u> - I got a part-time job/I had to work/I have a new job and drive to Jersey City every weekend/I was further from my job last season/ | (12%) |
| 06. <u>SCHOOL RELATED</u> - I was in school and was driving back and forth/because I go to school/more college trips/ | (12%) |
| 07. <u>MEDICAL RELATED</u> - because I went to the doctor more/because my wife was hospitalized and I was going back and forth to see her/ | (4%) |
| 08. <u>BETTER WEATHER</u> - the weather was nicer so we went on more trips/the weather was better/ | (8%) |
| 09. <u>OUT-OF-TOWN GUESTS</u> - we had out-of-town company and went out more/because we had out-of-town guests and we took them out showing them around/my sister was visiting and went to take her sightseeing/ | (8%) |
| 10. <u>MORE/BETTER CARS</u> - we had an additional car to use/better car/our car was working this season/we only had one car and now we have two, so we're both driving/ | (4%) |

IF "LESS" IN QUESTION 47, ASK:

48-2 And why did your family use your car less this holiday season than the previous one?

01. STAYED HOME - we didn't go any place/we stayed home this year/just didn't/I just don't go anywhere/family stayed home more this year/we just celebrate at home/ (17%)
02. OTHERS CAME HERE - company came over/everybody came to our house for the holidays/my mother came here instead of our going there/it was my turn to have everyone/rotating family Christmas/ (16%)
03. TOO EXPENSIVE - we were broke/cutting back to save money/money shortage/too expensive/the poor economic situation/less money to go places/ (8%)
04. STAYED LOCAL - we didn't go away on a trip/I stayed in the local area/didn't go out of town/we just went a block/we just stayed with neighbors/ (8%)
05. FAMILY ILLNESS/ACCIDENTS - I was in traction for 6 months/we were both sick/we had some colds/I broke my leg/Mom was ill/ (5%)
06. FAMILY CLOSER NOW - family a couple of miles away from home/our family was pretty close by/the family was a lot closer than before/most of our family has moved closer to us/ (3%)
07. LESS SOCIALIZING - we didn't go out as much/wasn't no one at home/I don't have as much demand socially/attend less social events/I didn't have anywhere to go/ (3%)
08. WORKED/LESS TIME - wife worked/my job changed and I put in more hours/had to work on the holidays/I have a business and cannot leave it/I didn't have time this year/ (5%)
09. CAR PROBLEMS/NO CAR - I did not have my car the previous year/the way my car uses up gas/I had an accident and we were without a vehicle for a short while/car trouble/ (2%)
10. TRAFFIC FEARS - too much holiday traffic/accidents increase during the holiday season/so many people on the road who have been drinking/traffic in Florida was bad/ (6%)
11. WEATHER CONDITIONS - we couldn't get out of town because of bad weather/I don't like to drive through the snow/weather conditions/there was a blizzard/ (5%)
12. TOOK A PLANE/TRAIN/BUS - we flew instead of drove to be with our family/I went on a plane/we rode the bus/went on a train/ (2%)

Question 48-2 continued

13. DIDN'T VISIT FAMILY/TOO FAR - we didn't go to see my family/didn't go visiting any relatives/didn't make the usual visit to my parents/didn't go to my brother's house/away from my family and relatives/daughters are farther away/ (2%)
14. UNEMPLOYED - lack of employment/I was unemployed this year/my husband was laid off/I quit work/ (3%)
15. ELDERLY/RETIRED - too old to go anymore/we're retired/it's due to my age/ (3%).
16. CHANGED SHOPPING HABITS - I didn't take long shopping trips/I shopped earlier/didn't drive around Christmas shopping as much/we have been shopping by mail/I don't shop with my wife anymore/do less shopping/ (2%).
17. OTHERS DROVE - someone else drove/traveled with son and his family/a friend driving instead of myself/traveled with other people/ (5%)
18. DEATH IN FAMILY - my mother died/death in family/I was by myself due to my husband passing away/ (2%)
19. OTHER (3%)
20. DON'T KNOW/NO ANSWER (3%)

49. Have you ever heard of Mothers Against Drunk Drivers, or MADD?

Yes (TO 50-1 & 50-2).....1	(79%)
Unsure (DO NOT READ)(TO 52)....2	(1%)
No (TO 52).....3	(19%)

IF "YES" IN QUESTION 49, ASK:

50-1 And can you tell me what MADD is or what they are trying to do?

01. PREVENT DRUNKEN DRIVING - trying to keep hard-core drinkers off the road/trying to get drunk drivers off the road - P.T.A. is for them/prevent drunk drivers to keep them off the street/trying to stop drunk drivers from getting back on the road/trying to get drunks off the highway/ (35%)
02. WANT STRONG LAWS - organization trying to strengthen drunk driving laws/to get legislation passed to get drunk drivers off the road/to get better laws against drunk driving/their objective is to get more laws passed to be harder on drunk drivers/a group of mothers getting together trying to get stiffer legislation against drunk drivers/ (22%)

Question 50-1 continued

03. WANT SEVERE PENALTIES - they are trying to get stricter penalties against drivers convicted of manslaughter due to drunk driving/they are trying to get stiffer fines and jail sentences for drunk drivers/the people involved are getting more severe punishment for drunk drivers/they need stronger punishments/ (8%)
04. PERSONALLY AFFECTED/DRUNK DRIVERS - an organization started by a woman whose son was killed by a drunk driver/they all have had a child killed in a car accident/a group started because children were killed by drunk drivers/parents of maimed children/mothers who have had their children killed by drunk drivers, and they try to console other victims/ (11%)
05. REDUCE DRINKING-RELATED DEATHS/ACCIDENTS - prevent people driving when drunk and people getting killed/trying to keep drunk drivers off the road so that they will not kill the children/trying to decrease the number of highway deaths/trying to cut down on drunk driving deaths/ lower number of accidents/ (4%)
06. STRICTER ENFORCEMENT - trying to enforce strict laws against D.W.I./stricter enforcement of drunk driving laws/trying to convict drunk drivers/ (3%)
07. STOP DRINKERS FROM DRIVING - trying to keep people who drive off the roads/trying to put a stop to folks driving and drinking/they formed a group to keep people from drinking and driving/attempting to get the drinkers out from behind the wheel of a car/ (4%)
08. AGAINST DRUNK DRIVERS - their efforts are against drunk drivers/control drunk drivers in this nation/getting the state to crack down on drunk drivers/women striking back at drunk drivers/against drunk drivers/complaining about drunk driving/angry at drunk drivers/ (1%)
09. EDUCATE PUBLIC - to make people more aware of drunk drivers/trying to develop a groundswell against drunk driving/they are trying to bring the public some education/make drunk drivers more aware of the punishments they will receive/educate young people not to drink and drive/ (4%)
10. JAIL SENTENCES FOR D.W.I. - they are trying to get mandatory jail sentences for drunk drivers/put drunk drivers in jail for 48 hours and if they have had an accident and killed...put them in prison/ (2%)
11. SAW MOVIE/PUBLICITY - I saw a movie about them a few weeks ago/all I know is what I saw on T.V. about them/seen a headline in the newspaper about that/I've just heard of them/ (3%)

Question 50-1 continued

- 12. RAISE DRINKING AGE/STOP TEEN DRUNKS - enforcing laws for teens not to drive during or after drinking/keep kids under 25 from drinking/get those kids off the road/they are trying to have the drinking age raised/ (1%)
- 13. DON'T KNOW/NO ANSWER (1%)

IF "YES" IN QUESTION 49, ASK:

50-2 Do you think Mothers Against Drunk Drivers is succeeding?

- Yes (TO 51).....1 (60%)
- Unsure (DO NOT READ)(TO 52)....2 (33%)
- No (TO 52).....3 (8%)

IF "YES" IN QUESTION 50-2, ASK:

- 51. And in your own words, what are one or two reasons why you feel that way?
 - 01. NEW/STRICTER LAWS - passed new drunk driving laws/laws in Colorado have gotten stricter partly due to this organization/just passed tougher laws here/we've had tougher drunk driving laws passed in the past year/ (26%)
 - 02. PUBLICITY - they get lots of publicity here/in advertising/ from hearing a lot about them on the news/hear more about it/they've gotten more publicity/they are getting more publicity than before/ (6%)
 - 03. PUBLIC AWARENESS - bringing awareness to the problem/ people are paying more attention to the problem/people are becoming more aware of the dangers of drunk drivers/ more people are aware of the problem/ (14%)
 - 04. STIFFER/INCREASED PENALTIES - in New York state there's a real push to get stiffer penalties/forcing the states to pass stiffer legislation against drunk drivers/drunk drivers are getting tougher sentences and more fines/ you get jailed for the first drunk driving offense now in Pennsylvania/ (3%)
 - 05. TELEVISION PRESENTATION - I happened to see their tele-vised drama last week/I watched it on TV and I think they have expanded/I saw the movie last week/through the media/more known, especially on the media/ (8%)
 - 06. ENFORCING D.W.I. LAWS - police are really enforcing drunk driving laws/more arrests and convictions are being made/ in Seattle they are really cracking down on anyone caught drinking and driving/ (5%)

Question 51 continued

07. WHAT I'VE SEEN/READ/HEARD - I'm hearing on news and in the paper/more publicity in newspapers/they're introducing their program to the media/from what I've read they've been successful/ (9%)
08. RECOGNITION OF ORGANIZATION - recognition/they are succeeding because they are getting a lot of attention/getting more recognition now/ (1%)
09. GROWING/EFFECTIVE - more public involvement/they are doing what they set out to do/more and more people becoming involved in this issue/they put on a good campaign/they've got more people joining now/ (5%)
10. FEWER DRUNKEN DRIVERS/ACCIDENTS - number of accidents due to alcohol has dropped/looking at the obituaries you can tell it's much less/less people on the road that are drunk/less accidents because of drunk drivers/getting many off the streets/ (2%)
11. DOING A GOOD JOB - they are getting the message across/it's very valuable, accomplish a lot/strong lobby and determination of them/people are paying more attention to the problems/it is a good cause that people are willing to support/ (4%)
12. NEED STRONGER PUNISHMENT - it's better but the punishment isn't hard enough still/people are still getting away with drunk driving and killing people without a harsh punishment/some just get away scot-free/ (4%)
13. NEED EDUCATION - "any" education in the public the better the chances are of getting results to the problem/good way to run them off the road - by educating others of the problem/educating lot of people/a lot of people who drink and drive are educated and through education they realize not to drive and drink/ (2%)
14. NEED MORE TIME/SCOPE - it has helped but they need more time/they are not reaching enough to many judges and police/hasn't been a major change so far but their future looks hopeful/still have a long way to go/ (1%)
15. NEEDLESS DEATHS/ACCIDENTS - it will stop deaths/seeing wrecks with young children involved/if they take someone's life they should be punished for it/they're just killing a lot of innocent people/ (1%)
16. TRY HARDER/GET INVOLVED - feel that people should try harder/if they can do something about drunk drivers they should at least try/not enough people involved/ (1%)
17. TAKING A STAND - people are speaking up for what's going now/I hear peer groups are concerned about drunken driving by talking about it/ (1%)

Question 51 continued

18. LEGISLATIVE ALLIES - they are complaining to the law about the drunk drivers/we have some bills in town and legislature - they will probably get passed/ (1%)
19. DON'T KNOW/NO ANSWER (3%)

52. Which of the following best describes your use of safety belts compared to a year ago? (READ LIST)

- | | |
|--|------------|
| 1) I use them significantly more than I used to. | <u>4%</u> |
| 2) I use them slightly more than I used to. | <u>15%</u> |
| 3) I use them about the same. | <u>75%</u> |
| 4) I use them slightly less than I used to. | <u>2%</u> |
| 5) I use them significantly less than I used to. | <u>2%</u> |
| 6) Don't know/no answer | <u>*%</u> |

IF "SIGNIFICANTLY MORE" OR "SLIGHTLY MORE" IN QUESTION 52, ASK:

53. And what are one or two reasons why you are using safety belts more than you used to?
01. TO BE SAFER - I believe they are safer/safety reasons, they work/because they save lives/to cut down on injuries/to protect myself more/I'm becoming brainwashed that they might be a little safer/it makes me feel more safe/trying to be more careful/they save lives/ (13%)
02. FOR CHILDREN - have more children in the car since I drive them all to school/concern for my children/my children use them now/mostly for my son, to protect him/had a son, it really makes you more cautious in everything you do/I'm starting a family/children need to be in a safety harness always/ (3%)
03. MORE CRAZY/DRUNK DRIVERS - I've noticed crazier people out there on the road/more people are speeding and drinking/because of all the drunk drivers/don't trust other drivers/there are more bad drivers on the road/ (10%)
04. PERSONAL EXPERIENCE/WRECKS - I had to stop quickly and my five year old lost several of her front teeth/I was in an accident and my seat belt saved me/I didn't have them in my truck when I wrecked it - I chipped my front teeth on the steering wheel/got a knee injury I don't think I would have if I had had on my seat belt/my wife had a serious accident/ (3%)

Question 53 continued

05. GOOD/NEWER CAR DESIGN - I have a buzzer in my car which reminds me to fasten my seat belts/I have a new car and they are built right into it/my car will not start without the seat belts fastened/I have a new car and it's easier and more convenient/we got a new car with good seat belts/ (10%)
06. PUBLICITY/FILMS - publicity/the advertisements/articles in paper/I saw on TV if you use seat belts it's safer/seeing safety films at work/the campaigns going on here - ads on TV/we are deluged with it/ (10%)
07. MORE AWARE - more of an awareness of the importance of using them/I'm just more aware of the risks than I was a year ago/I think about it more/a little more awareness of the chance of being in an accident/I am more aware of the harm it does the older I get/ (13%)
08. TRAFFIC PROBLEMS/ROAD CONDITIONS - because of the problem of traffic congestion/there are curves and hills, more hazardous conditions/the traffic problems are more severe/the roads are in much worse condition than they ever have been/more people on the roads driving/there are more and more accidents happening everyday/ (8%)
09. WITNESSED ACCIDENTS/SEEN VICTIMS - I've seen a lot of accidents where people are getting thrown into the windshield/I have witnessed a few accidents that people were hurt in/I work in an ambulance and I've seen what happened/I see accidents all the time and they scare me/ (5%)
10. FORMING HABIT - I'm trying to train myself to use it/getting used to them/trying to get into the habit of using safety belts/it's more of a habit with me now/ (5%)
11. MORE DRIVING/LONGER TRIPS - I do more driving/because of the long distance trips I have to take to school/we have been taking more long trips/I'm driving more and taking longer trips/ (3%)
12. NEW CAR/LESS SAFE CAR - I have a small car and I don't feel as safe in it/I'm now driving faster cars/when I got my new car I said I would use them and I do/the foreign cars don't have enough metal around them/a Jeep and it is known to be easily flipped/ (3%)
13. ATTITUDE CHANGE - getting older, more sense/not in a rush getting into my vehicle/I'm a little more mature/more concerned about my life/I've just calmed down/ (3%)
14. SET EXAMPLE/TEACH CHILDREN - I'm trying to set a good example for my children/so children will use them/to set an example for the kids/my son took drivers ed course and I'm helping teach him how to drive/I have two little ones to set an example for/ (5%)

Question 53 continued

15. CHILDREN'S CAR SEATS - because of the grandchildren - even if I just go a block, I have one question - will I get a ticket if I don't have my grandchildren in a car seat/I put my baby into a car seat now and so I just go ahead and put myself in a seat belt too/ (3%)
16. LAST YEAR SURVEY - after I did this survey a year ago, it made me more aware of the fact I should try to wear them more/ (5%)
17. OTHER (3%)

IF "SLIGHTLY LESS" OR "SIGNIFICANTLY LESS" IN QUESTION 52, ASK:

54. And what are one or two reasons why you are using safety belts less than you used to?
01. UNCOMFORTABLE - I am a short person and the seat belt comes across my neck and it's very uncomfortable/they are very uncomfortable/I think we should be able to fit the seat belts to everyone's different sized bodies/I don't think I can move as well in them/pain in the neck, uncomfortable/ (11%)
02. JUST HABIT/BROKE HABIT - I broke that habit and I never remember to wear them/I fell out of the habit and I just never remember/just got into the habit of not buckling up/ (22%)
03. NOT SAFE - my life was saved when I didn't wear one/they couldn't get the lady out of the car, they had to saw it apart/I have a friend who died in an automobile accident because he couldn't get his seat belts off/my last auto accident, I had my belt on then and had a hell of a time getting it off/ (11%)
04. IN A HURRY/DON'T TAKE TIME - always in a hurry, don't take time/I never take the time to think about it/I'm always in a hurry to get in and out of my car/ (11%)
05. NOT EFFECTIVE/NO NEED - I don't believe they help you any/I didn't feel I needed them/ (11%)
06. DRIVE LESS - don't drive as much as I used to/driving less since I fell and I'm also older/ (11%)
07. SPECIFIC MENTIONS - because I'm pregnant/I only wear seat belts in bad weather/only use when have younger children in car/ (11%)
08. DON'T KNOW/NO ANSWER (11%)

55. Do you have any children 5 years and under in your household?

Yes (T0 56).....	1	(18%)
No (T0 57).....	2	(82%)

IF "YES" IN QUESTION 55, ASK:

56. How often are children 5 and under in your household fastened into infant carriers or child safety seats -- all the time, most of the time, sometimes, or almost never?

All the time.....	1	(58%)
Most of the time.....	2	(6%)
Sometimes.....	3	(8%)
Almost never.....	4	(28%)

57. What do you believe is the most frequent cause of death among persons under age 35? Is it...(READ ALTERNATIVES)

Heart attack.....	1	(4%)
Cancer.....	2	(2%)
Other disease.....	3	(1%)
Alcohol-related traffic accidents.....	4	(57%)
Other traffic accidents.....	5	(29%)
Don't know/no answer.....	6	(6%)

58. How many cigarettes do you smoke a day -- (READ ALTERNATIVES)

Don't smoke cigarettes.....	1	(70%)
Less than 1/2 pack.....	2	(5%)
1/2 to less than 1 pack.....	3	(9%)
1 pack or more.....	4	(15%)

59. How often do you visit the dentist to have your teeth checked? (READ ALTERNATIVES)

Every 6 months.....	1	(40%)
Every year.....	2	(23%)
Every 2 years or more.....	3	(6%)
Only when something bothers me.....	4	(26%)
Don't know/no answer.....	5	(4%)

60. Do you jog, cycle, swim or exercise regularly at least twice a week?

Yes.....	1	(55%)
No.....	2	(45%)

61. Within the past three years, have you undertaken any other activities or taken other actions on your own to maintain or improve your health?

Yes.....	1	(42%)
No.....	2	(58%)

Now, just a few final questions for statistical purposes only --

62. What is your age, please?

18-24.....	1	(12%)
25-34.....	2	(25%)
35-44.....	3	(18%)
45-54.....	4	(15%)
55-64.....	5	(13%)
65 and over.....	6	(17%)

63. What is the last grade of school you completed? (READ LIST)

Less than high school.....	1	(13%)
High school graduate.....	2	(40%)
Some college.....	3	(24%)
College graduate.....	4	(22%)

64. Of the following types of work, which one describes what the head of the household does?
(READ LIST)

Self-employed.....	1	(13%)
White-collar.....	2	(30%)
Blue-collar.....	3	(24%)
Government worker.....	4	(9%)
Farmer/rancher.....	5	(2%)
Not in the labor force (student, housewife, retired).....	6	(16%)
Unemployed.....	7	(2%)
Other (SPECIFY).....	8	(3%)

65. Which of the following best describes
where you live? (READ ALTERNATIVES)

In a big city.....	1	(22%)
In the suburbs around a big city.....	2	(25%)
In a small city.....	3	(19%)
In a town or village.....	4	(20%)
In the country.....	5	(13%)

66. Sex (BY OBSERVATION)

Male.....	1	(50%)
Female.....	2	(50%)
